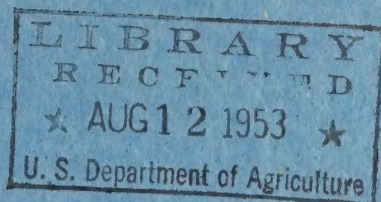


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scientific knowledge, policies, or practices.

62.09



WALLER-FRANKLIN *Seed Co.*
Guadalupe, Calif
FLOWERSEED

JULY 1953

Featuring
TRYSONIC STOCK

CONTRACT
AND
GENERAL TRADE LIST
OF
"MERIT" FLOWER SEEDS

CROP *of* 1953

To the Seed Trade only



THESE PRICES EFFECTIVE ON ALL SALES
IMMEDIATELY

Waller-Franklin Seed Co.

WHOLESALE GROWERS

GUADALUPE, CALIFORNIA, U. S. A.

Cable Address "Waller, Guadalupe"

Telephone: Guadalupe 2371

TERMS: SEE PAGE 12

THE NEW WALLER-FRANKLIN TRYSONIC STOCK

THE FIRST TRYSONIC STOCK EVER OFFERED TO THE SEED TRADE



Based on studies commenced by Dr. H. B. Frost at Cornell University in 1915 and furthered through consultation with our late co-founder Dr. J. H. Franklin during the '20s, the genetic theory of Trysomic doubles in Stocks was developed and proven by 1930 to be capable of producing 85% doubleness from seed.

Over ten years of intensive and costly work was necessary before all techniques of handling this brand new field could be developed. Not only were the original crosses difficult to control but it was necessary to develop new yearly maintenance systems and production techniques to assure ourselves and our trade that once introduced, quality could be maintained.

At this date of introduction, the Waller-Franklin Seed Company is the only flower seed grower with experience in this new field.

The Trysomic Stock offered produces 85% or more double flowering plants when sown from seed.

In all other respects the Trysomic Giant Imperial Stock is identical to current normal double strains.

THE NEW WALLER-FRANKLIN TRYSONIC STOCK

TRYSONIC GIANT IMPERIAL STOCK

Our introduction at this time consists of the Trysonic Giant Imperial type of Stock in a full range of separate colors and mixture. Other strains will be introduced yearly as rapidly as seed can be increased for production purposes. Please note we shall also continue to carry all regular strains as long as trade in them is so warranted.

The following colors and mixture are offered :

Fiery Red	Chamois, buff-pink	White	Canary Yellow
Bright Rose	Lilac Lavender	Navy Blue	Choice Blend of Colors

Price per oz. \$10.00

For further details refer page 52

NEW WALLER-FRANKLIN COLUMN STOCKS PACIFIC PINK

A distinct new color break in Stock and another Waller-Franklin first. This new color is a prime feature of our novelty list, being an entirely new color.

Pacific Pink is the first pure true pink Stock ever developed, extremely fine under artificial light. A cream base with a touch of salmon distinguishes this Stock from all other existing pink strains which are basically on a lavender base. All other strains of rose or rose-pink suffer greatly in color comparison with Pacific Pink.

Vigorous spikes possess well spaced florets. A definite must for all seedsmen selling the florist trade. All who have seen this color feel that it represents a major color revolution in the Column Stock trade. It must be seen to be fully appreciated.

Price per oz. \$12.50; per lb. \$125.00

PACIFIC WHITE

A vigorous new white for florist use, early blooming, bearing large flat florets with strong stems which when forced hold up into extremely well spaced spikes, no branching tendency, a big step in the direction of a universal all purpose white Column Stock for both greenhouse and outdoor use.

Price per oz. \$10.00; per lb. \$100.00

ENCHANTRESS PINK

Same color as Malmaison Pink No. 7, but more vigorous, having larger florets with flat petals, for better packing and shipping. An early flowering strain.

Price per oz. \$5.00; per lb. \$50.00

Please note that the above stocks are not TRYSONIC, they are normal for doubleness.

WALLER-FRANKLIN SEED COMPANY

NOVELTIES

Introduced by Waller-Franklin in 1952

	See Page
Trysomic Stock	2, 3, 52
Column Stock Pacific Pink.....	3, 57
Column Stock Pacific White.....	3, 57
Pansy Harmony	43
Petunia Pink Frills (Little Giants Pink Shades).....	44
Viola Georgia Peach.....	69

Other New and Additional Worthwhile Varieties

Alyssum Royal Carpet	13
Carnation Grenadin Dwarf Bright Scarlet.....	23
Larkspur Regal Lilac	36
Marigold African Glitters	38
Marigold Dwarf French Double Color Magic.....	38
Marigold Dwarf French Double Rusty Red.....	38
Marigold Dwarf French Double Tangerine.....	38
Petunia Admiral Improved	46
Petunia Lipstick	46
Petunia Summer Night	47
Sweet Pea Early Helen Hayes.....	59, 63, 65
Sweet Pea Early Nugget.....	59, 65
Sweet Pea Early Zvolanek Multiflora—7 colors and mixture.....	58
Sweet Pea Cuthbertson Ronnie, deep orange.....	60, 63, 65
Verbena Sparkle	68
Verbena Vivid	68

W-F PREMIUM QUALITY FLOWERSEED

AQUILEGIA

Premium Quality assures our leadership in this field



Typical bloom of our Long Spurred Blue Shades

The popular Columbine has been brought to a peak of perfection by our plant breeding staff. Our hybrid mixtures are truly special, outstanding for strength and balance of color. Our W-F Hybrids strain is acknowledged to be the finest controlled mixed color Aquilegia offered the trade. Of the separate shades, the Blue and the Pink are the most popular. They are excellent companion colors.

Current breeding work portends even finer strains in the future. Many extra-bonus improvements shall be apparent from current crop.

For complete listing please refer to page 16.

W-F PREMIUM QUALITY FLOWERSEED

CARNATIONS

Premium Quality assures our leadership in this field



Chabaud strain Carnations

Fine new varieties have been added to our list this season, based on extensive trials and breeding work. You will find much needed interesting colors, which along with our standard strains, give us the most fully rounded and complete Carnation growing program in California.

Many fine improvements have been included in the plantings of our regular strains. Increasing attention to Carnation breeding problems shall result in current crop of more fully double strains truer to color and type. As the next few seasons develop, even finer results will be noted.

For complete listing please refer to pages 22 and 23.

W-F PREMIUM QUALITY FLOWERSEED

DELPHINIUM

Premium Quality assures our leadership in this field



Belladonna Improved

As the prime Delphinium growers, we have developed the production of the strains we grow and list to an unexcelled high standard of quality and purity.

Our Belladonna and Bellamosum strains are unrivalled for florist use; they are therefore exceptional for garden use. Through many years close cooperation with the originator, our Pacific Hybrids dominate the trade with their excellence. If you are not already using our Delphinium strains, we wholeheartedly recommend that you try them. The fine results will surprise you.

Note—Our two-crop system assures early delivery and strong new crop germination from a harvest period almost four months in duration.

For complete listing please refer to pages 27 to 29.

W-F PREMIUM QUALITY FLOWERSEED

HOLLYHOCK

Premium Quality assures our leadership in this field



Triumph Supreme

Triumph Supreme is a superior strain with a full color range of unsurpassed variety. All the favorite colors plus vivid scarlets, orange, and buff combinations not to be found in other existing strains. Full double blossoms gracefully waved and fringed show well above the foliage. Early blooming and highly rust resistant.

Chaters Double types are available in all the separate colors and named varieties, as well as an excellent selection of well balanced mixtures and blends.

Our characteristically fine attention and regard for quality is apparent in the superiority of our strains.

For complete listing please refer to page 34.

W-F PREMIUM QUALITY FLOWERSEED

PANSIES & VIOLAS

Premium Quality assures our leadership in this field



Waller-Franklin Special Formula Mixture of Swiss Giant Pansies.

We devote our efforts in this field to producing an exceedingly choice short list of Pansies and Violas in our acreage in the Santa Maria valley. By specializing in a relatively few choice strains we have achieved a remarkable acceptance through a world-wide trade. Our California-grown Pansy and Viola seed is very high germinating and of a longevity that makes it practical when properly stored by you to keep a carryover supply for your early summer trade. All seed is hand picked and cured as is only possible in our sunny, dry summers.

For complete listing please refer to pages 43 and 68.

W-F PREMIUM QUALITY FLOWERSEED

PETUNIAS

Premium Quality assures our leadership in this field



*W-F Extra Dwarf Giant of California
growing in a three-inch pot*

True to name and type Petunias must be grown, as they are at Waller-Franklin, with good isolation and backed by skillfully scientific breeding work.

From regular bedding types to the most select florist strains our Petunias have achieved a superior record of purity.

When you use our strains you can depend on repeat business. This is doubly important because Petunias are one of your top money-making items.

For complete listing please refer to pages 44 to 47.

W-F PREMIUM QUALITY FLOWERSEED

SWEET PEAS

Premium Quality assures our leadership in this field



Spray of Early Multiflora Sweet Peas

Purity in this field has been one of the keynotes of our company's success since our first crop was planted in November, 1912.

Our effort in Sweet Peas is devoted primarily to the improvement of existing standard varieties rather than novelties.

Vast crops are grown each year of truly fine Sweet Peas. Our yearly individual plant line selection system assures the highest degree of quality. Our listing, though comparatively short, offers a wide range of exceptionally choice varieties.

For complete listing including Multifloras please refer to pages 58 and 66.

WALLER-FRANKLIN SEED COMPANY

40 YEARS AGO

—this last fall, in 1912, L. D. Waller harvested our first crop.

During his years with his father in the retail and greenhouse trade in England, later during several years with various concerns engaged in the retail and florist trade in the Eastern states of this country, the need for high quality flowerseed had become very apparent to him. This need was later confirmed while employed with a now non-existent flowerseed grower operating near our present area.

The original partnership, L. D. Waller and Dr. J. H. Franklin, had analyzed their chosen field well, and as their work became known, the trade responded by doubling their business each year for eight successive years. New high standards of quality, efficient service, and record early deliveries were set during these years which completely altered the flowerseed-growing picture down to and including the present day.

Though the founders have passed on, their lessons were well taught, and today we offer the finest flowerseed and service that breeding work and only a trained, experienced technical staff can supply.

ON PARCEL POST SHIPMENTS

Please specify type of service desired wherever possible. Orders of Parcel Post size will be shipped fourth class (cheapest) unless otherwise instructed.

If rush service is required, other than Air Post, we suggest you specify first class mail on one- or two-ounce lots. On larger lots up to ten pounds we suggest Parcel Post Special Handling, which provides Special Delivery service at a nominal extra charge over the fourth class rate. It is less costly than straight Special Delivery which comes under the first class rate.

GENERAL CONDITIONS OF DELIVERY

For every order that we shall accept, we have sufficient land planted to produce the desired quantity of seed under normal conditions.

Should the outcome of the crop be lower than our estimation, orders will be filled pro rata only. Crop failure or any other cause beyond our control releases us entirely from delivery.

We warrant, to the extent of the purchase price, that Seeds or Bulbs sold are as described on the container, within recognized tolerances. We give no other or further warranty, express or implied.

TERMS

All seeds are quoted f.o.b. Guadalupe, California, 60 days acceptance net, less 1% cash thirty days. Invoices payable in U. S. dollars only. All overdue accounts subject to sight draft without further notice. Bags and containers will be charged at cost and are not returnable.

We reserve the right to change prices in this list at any time.

**Three Ounces or Under at Ounce Rate
Four Ounces or Over, Pound Price Allowed**

Minimum charge per item 50 cents.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

ABRONIA (Sand Verbena)

Umbellata Grandiflora, Pink trailing.....	\$0.95	\$ 7.50
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AGERATUM (Floss Flower)

Blue Ball Improved. Compact low plants with large clusters of ball-shaped lighter blue flowers and larger leaves, 4 to 5 in....	4.00	40.00
Blue Perfection. Light azure blue, 10 inches tall.....	1.60	16.00
Fairy Pink (Waller-Franklin) soft salmon rose-pink.....	5.00	50.00
Midget Blue (Waller-Franklin) Very low and compact with dense clusters of small darker blue flowers. Smaller leaves. 3 to 4 in. S.M., A.A.S. '39.....	4.00	40.00

ALYSSUM (Madwort)

There is a great deal of difference between ordinary and the well-selected strains of Alyssum backed by many years of trial ground selection work. If you serve a critical trade your customers will be pleased with these extra-selected strains.

Little Gem. Pure white, dwarf compact habit, height 6 inches. Almost perfection in uniformity.....	.75	6.00
Maritimum, sweet white, honey scented, 1 ft.....	.60	5.00
Procumbens Carpet of Snow. The most popular of white Alyssums and a Waller-Franklin specialty for nearly 35 years. The plants are flat and compact. Maximum height 2½ inches.....	.75	6.00
Procumbens Royal Carpet A.A.S. '52.....	2.50	25.00
Snowcloth. Like Carpet of Snow.....	.75	6.00
Tetra Snowdrift (Waller-Franklin) New giant maritimum white	1.25	10.00
Violet Queen. A comparatively new variety that has responded well to our trial ground selection work. Color bright violet, habit nana compacta, height 6 inches.....	1.10	9.00

PERENNIAL ALYSSUM

Rock Garden Perennial Rare Species Mixed.....	2.00	20.00
Saxatile Compactum (Gold Dust). Golden yellow. Our plants are constantly selected for bright color and compact plants.		
One foot high. There is a difference.....	.75	6.00
Saxatile Compactum (Silver Queen) sulphur yellow, 1 ft....	1.50	15.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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AMARANTHUS

Tricolor (Joseph's Coat) yellow, green, red, 3 ft.....	\$1.10	\$ 9.00
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ANAGALLIS (Pimpernel)

Grandiflora. Mixed colors, 9 in.....	.60	5.00
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ANCHUSA (Alkanet or Sea Bugloss)

Capensis (Annual) Blue Bird, compact, indigo blue, 2 ft.....	.60	5.00
Italica (Perennial) Dropmore Variety, gentian blue, 6 ft.....	.60	5.00
Italica (Perennial) Lissadell, gentian blue, 6 ft.....	.60	5.00
Italica (Perennial) Opal, light blue, 6 ft.....	.60	5.00

ANTIRRHINUM or SNAPDRAGON

We have developed the Rust Resistant Antirrhinums to such a degree that they now supersede in every respect the old ordinary types. With a complete range of colors available in the most important classes, there is no longer any need for you to offer anything but the rust resistant type of Antirrhinums.

LARGE FLOWERED (Majus Grandiflorum) Rust Resistant, 2½ ft.

Autumn Glow Shades (Waller-Franklin) old-rose suffused amber, golden lip.....	3.00	30.00
Brilliant Rose (Waller-Franklin) true rose pink.....	3.00	30.00
Cherry Rose (Waller-Franklin) a new deep cherry rose of unsurpassed brilliancy	3.00	30.00
Orange Shades (Waller-Franklin).....	3.00	30.00
Padre (Waller-Franklin) crimson.....	3.00	30.00
Pinkie, clear pink	3.00	30.00
Rosalie (Waller-Franklin) deep rose, B.M., A.A.S. '40.....	3.00	30.00
Scarlet (Defiance) (Waller-Franklin).....	3.00	30.00
Shasta (Waller-Franklin) pure white.....	3.00	30.00
Yellow Jacket (Waller-Franklin) deep canary yellow.....	3.00	30.00
Waller-Franklin Formula Blend.....	3.00	30.00
Majus Grandiflorum Mixed, all varieties.....	1.50	15.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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ANTIRRHINUM (Continued)

MAXIMUM, Rust Resistant, 2¾ ft.

Alaska (Snowflake) (Waller-Franklin) white.....	\$3.00	\$30.00
Apple Blossom (Waller-Franklin) rosy pink, white tube.....	3.00	30.00
Campfire (Waller-Franklin) luminous scarlet.....	3.00	30.00
Canary Bird (Waller-Franklin) canary yellow.....	3.00	30.00
Copper Queen (Waller-Franklin) bronzy copper.....	3.00	30.00
Crimson (Waller-Franklin) fiery crimson.....	3.00	30.00
Indian Summer (Waller-Franklin) coppery orange scarlet.....	3.00	30.00
Loveliness (Waller-Franklin) soft rose pink.....	3.00	30.00
Paradise Rose (Waller-Franklin) rose pink.....	3.00	30.00
Pink Sensation (Waller-Franklin) pure pink.....	3.00	30.00
Red Cross (Waller-Franklin) crimson, white tube.....	3.00	30.00
Yellow Giant (Waller-Franklin) deep yellow.....	3.00	30.00

Waller-Franklin Formula Blend. A special mixture made by blending together the best distinct colors from the separately grown varieties described above..... 3.00 30.00

Maximum Mixed. Grown from a blend of all above varieties mixed together..... 2.00 20.00

SUPER MAJESTIC, Rust Resistant, 20 in.

A medium tall class of base branching plants with heavy compact spikes of large blooms. Excellent for both garden and cut flowers.

Orange Shades	2.50	25.00
Orchid Shades	2.50	25.00
Pink and Rose Shades.....	2.50	25.00
Red Shades	2.50	25.00
Yellow and White Shades.....	2.50	25.00
Superb Mixed	2.00	20.00

NANUM GRANDIFLORUM, Rust Resistant, 12 to 15 inches

Choice Mixed, all varieties 2.10 25.00

NEW "TETRA" SNAPDRAGONS

Tetra Orchid. Rich orchid-purple with yellow blotch.....	15.00
Tetra Yellow. A new tall, base-branching clear yellow with long spikes and very large flowers.....	15.00
Mixed Colors. Dense spikes of immense flowers in a mixture of very unusual colors	3.00	30.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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AQUILEGIA or COLUMBINE

For many years Waller-Franklin Co. have been leaders in the production of Aquilegia of the very highest quality. Every year careful selection and breeding work is done to steadily increase their size, vigor, length of spurs, and colors.

Alpina, blue, dwarf, 18 in.	\$6.00	\$60.00
Chrysantha, yellow, 3 ft.	4.00	40.00

WALLER-FRANKLIN SPECIAL AQUILEGIA

LONG SPURRED BLUE SHADES (Waller-Franklin Special Strain)

The finest strain in existence. The result of years of selecting. Huge flowers on plants from 3 to 4 feet high. This strain was bred and perfected by Waller-Franklin over a long period of years.

Price per oz. \$4.00, per lb. \$40.00

Long Spurred Copper Queen, copper red and straw, 2½ ft.	4.00	40.00
Long Spurred Crimson Star, 2 ft.	4.00	40.00
Long Spurred Orange and Scarlet Shades, 3 ft.	4.00	40.00
Long Spurred Pink Shades, 3 ft.	4.00	40.00
Long Spurred Rose Queen, 3 ft.	4.00	40.00
Long Spurred Snow Queen, finest white, fragrant, 3 ft.	4.00	40.00

LONG SPURRED WALLER-FRANKLIN HYBRIDS MIXED

This strain has been a specialty of our firm for many years and it is, in our opinion, superior to any strain of which we have knowledge. This blend contains many unique colors. 3 ft.

Price per oz. \$3.50, per lb. \$35.00

Long Spurred Mrs. Scott Elliott's Strain Mixed, 3 ft.	3.00	30.00
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ARCTOTIS

Grandis, African Lilac Daisy, 3 ft.	1.00	8.00
Large Flowered Hybrids, many colors, 1 ft.	3.00	30.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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ARMERIA (Giant Thrift or Sea Pink) perennial

Formosa Hybrida Giant Rose Pink.....	\$ 5.00	\$.....
Formosa Large Flowered Hybrids.....	1.25	10.00

ASPARAGUS greenhouse

Plumosus Nanus	2.10	25.00
Sprengeri	2.10	25.00

ASTERS

GIANT CREGO IMPROVED, Wilt Resistant, 2½ ft.

Azure, light blue.....	1.25	12.00
Blue Flame	1.25	12.00
Crimson	1.25	12.00
Dark Blue (Purple)	1.25	12.00
Deep Rose	1.25	12.00
Shell Pink	1.25	12.00
White	1.25	12.00
Choice Mixed	1.10	11.00

GIANT BRANCHING COMET, Wilt Resistant, 2 ft.

Choice Mixed	1.10	11.00
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GIANTS OF CALIFORNIA CURLED AND INTERLACED, 3 ft.

Super Giant El Monte.....	3.00	30.00
Super Giant Los Angeles.....	3.00	30.00
Finest Mixed	2.00	20.00

LATE BRANCHING, Wilt Resistant, 2½ ft.

Azure	1.50	15.00
Crimson	1.50	15.00
Peerless Pink, shell pink.....	1.50	15.00
Purple	1.50	15.00
Rose	1.50	15.00
White	1.50	15.00
Choice Mixed	1.10	11.00

EARLY BEAUTY, Wilt Resistant, 2½-3 ft.

Choice Mixed	2.00	20.00
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EARLY ROYAL, Wilt Resistant, 2 ft.

Choice Mixed.....	1.50	15.00
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HEART OF FRANCE, Wilt Resistant, 2 ft.

Brilliant Red	2.50	25.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ASTERS (Continued)

CALIFORNIA GIANT SUNSHINE, Not Resistant, 3 ft.

Finest Mixed	\$2.50	\$25.00
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PRINCESS, Wilt Resistant, 3-3½ ft.

Finest Mixed	2.50	25.00
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QUEEN OF THE MARKET, Wilt Resistant, 2 ft.

Choice Mixed	1.50	15.00
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BABY BLUE EYES: See *Nemophila*, Page 42.

BABY'S BREATH: See *Gypsophila*, Page 33.

BACHELOR'S BUTTON: See *Centaurea*, Page 24.

BALLOON VINE annual climber

Cardiospermum (Love in a Puff)75	6.00
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BALSAM (Lady Slipper) 2 ft.

Double Camellia-flowered, Choice Mixed.....	.75	6.00
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Double Rose-flowered, Choice Mixed.....	.75	6.00
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BEANS

Scarlet Runner50
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BLANKET FLOWER: See *Gaillardia*, Page 32.

BLUE LACE FLOWER: See *Didiscus*, Page 31.

BRACHYCOME (Swan River Daisy) 1 ft. annual

Iberidifolia, Choice Mixed	1.20	12.00
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Waller-Franklin Blends and Mixtures

Waller-Franklin Formula Blend. Not grown as a mixture, but made from separately grown varieties properly blended.

Waller-Franklin Formula Mixture. Grown as a mixture from master formulae of carefully blended colors.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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CALENDULA, 1 to 2 ft. annual

Art Shades, contains delicate shades.....	\$.60	\$5.00
Ball's Apricot, rich apricot with dark brown center.....	.60	5.00
Ball's Gold Improved, golden yellow.....	.60	5.00
Ball's Lemon Queen, dark center.....	.60	5.00
Ball's Long Orange Improved, extra long stems.....	.60	5.00
Ball's Masterpiece, rich orange, long stems.....	.60	5.00
Ball's Orange Improved60	5.00
Campfire Improved (Sensation).....	.60	5.00
Chrysantha (Sunshine) buttercup yellow.....	.60	5.00
Lemon Queen (Sulphurea) sunflower yellow.....	.60	5.00
Orange King (Waller-Franklin Special Strain) rich deep orange red, dark center, continuously grown and selected for over 25 years. Especially selected for florists' use.....	.60	5.00
Orange Shaggy, petals long and deeply fringed. Color is deep orange, lighter in the center of the bloom.....	.60	5.00
Trial Ground Mixture. A carefully blended mixture of large flowered varieties, including our newest developments.....	.60	5.00
Choice Mixed, all varieties, extra fine.....	.55	4.50

PACIFIC BEAUTY CALENDULA

Originated by Waller-Franklin

This **new** family of Calendula is the result of several years work to produce a strain with uniformly large flowers of better formation, longer and straighter stems, more clear colors, and more resistant to mid-summer heat.

Apricot Beauty—Of an attractive two-toned effect together with large flowers and long stems. It is a far better apricot-colored Calendula.

Cream Beauty—The creamy-white shading to soft light yellow makes this the most delicately colored of all Calendulas.

Lemon Beauty—A pure lemon yellow. The long, wide petals give the flowers a much more graceful appearance and the centers are well covered.

Persimmon Beauty—Flowers of a true persimmon-orange of unusual brilliance and size, with long graceful petals on tall, vigorous, long stems.

Pacific Beauty Mixture—A blend of the four varieties described above.

Price of each, per oz. \$0.60, per lb. \$5.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CALIFORNIA NATIVE FLOWERS

WALLER-FRANKLIN CENTENNIAL BLEND. An exceptional mixture of true California native flowers. Carefully selected to make the most colorful as well as the most interesting display.
Price per oz. \$0.60, per lb. \$5.00.

CALIFORNIA POPPY: See *Eschscholtzia*, Page 31.

DWARF

CALLIOPSIS annual

Drummond Gold Crest, large golden yellow semi-double with brown zone, 18 in. \$1.00 \$10.00

TALL, Bicolor, 3½ ft.

Tall All-Double Mixed85 7.00
Tall Varieties Mixed85 7.00

CAMPANULA (Canterbury Bell)

ANNUAL CAMPANULA, 2½ ft.

A strain of Canterbury Bells which will flower in the late summer and autumn from very early spring sowing.

Choice Mixed (Waller-Franklin) 1.50 15.00

MEDIUM CALYCANTHEMA, Cup and Saucer, 3 ft. biennial

Dark Blue 1.50 15.00
Light Blue 1.50 15.00
Rose 1.50 15.00
White 1.50 15.00
Choice Mixed, extra fine..... 1.25 12.00

MEDIUM DOUBLE, 3 ft. biennial

Choice Mixed 1.20 12.00

MEDIUM SINGLE, 3 ft. biennial

Dark Blue75 6.00
Light Blue75 6.00
Pink75 6.00
White75 6.00
Choice Mixed60 5.00

GROWERS OF "MERIT" FLOWER SEEDS



Candytuft, Giant Hyacinth Flowered White (Florist Type)

CANDYTUFT

GIANT HYACINTH FLOWERED WHITE, Florist Type, extra select.

This is a superior strain; it grows about 15 in. high, with enormous trusses of uniform blooms. It has been one of our specialties for over thirty years and every effort is made to keep it at a high state of perfection. We believe it is superior to any other strain.

Price per oz. \$0.80, per lb. \$6.50

Price per oz. per lb.

Giant Hyacinth Flowered White..... \$0.55 \$ 4.50

UMBELLATA, 1 ft. annual

Magic Carpet, (new) a fine blend of separate colors, none finer	1.00	8.00
Choice Mixed, all varieties.....	.60	5.00

PERENNIAL CANDYTUFT (IBERIS)

Gibraltarica, lilac shading to white, 1 ft.....	1.00	8.00
Jucunda, dwarf, pink, 4 in.....	7.50
Sempervirens, white, 1 ft.	1.50	15.00

CARDINAL CLIMBER: See Ipomoea, Page 35.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CARNATIONS (*Dianthus Caryophyllus*)

For several years we have been acknowledged leaders in the production of American grown Carnation seed. The varieties we offer have proved to be the best types for American gardens. They are carefully grown in well isolated plantings to assure trueness to color and type.

SPECIAL ANNOUNCEMENT

We are proud to advise that new and fine improvements have been incorporated in all our Carnation strains. Please note the wider range of colors, which are all to be found in our blends and mixtures.

ENGLISH GIANTS (J. M. Bridgeford Strain)

Mixed colors, superior size blooms comparable to greenhouse grown carnations if secondary buds are removed. 18 in. \$2.00 \$20.00

MARGUERITE, 20 inches.

Choice Mixed 1.20 12.00

CHABAUD'S GIANT IMPROVED, 20 inches.

These Carnations bloom five months from time seed is planted and continue throughout the summer. The plants are of robust upright habit; they form ten to twenty stalks, bearing huge flowers of fine form; they come about 95% double, remarkably true to color, and are clove scented.

Apricot (Safron)	2.50	25.00
Cardinal Red (Sparkler) scarlet red.....	2.50	25.00
Crimson (Nero) maroon red.....	2.50	25.00
Deep Rose (Rose Queen deep).....	2.50	25.00
Deep Salmon (Aurora or Coppery Salmon).....	2.50	25.00
Fantasy, striped and variegated mixed colors.....	2.50	25.00
Flesh Pink (Rose Queen pale).....	2.50	25.00
Princess Alice, deep rose bicolor flushed white edge.....	2.50	25.00
Rose Pink (The Pearl) Lilac Ground.....	2.50	25.00
Salmon Rose (Legion of Honor).....	2.50	25.00
Violet (Purple)	2.50	25.00
White (Jeanne Dionis)	2.50	25.00
Yellow (Marie Chabaud)	2.50	25.00
Waller-Franklin Formula Blend. A color-balanced blend		
from separate varieties	2.50	25.00
Choice Mixed, all varieties.....	1.75	17.50

EARLY DWARF VIENNA

Extra Choice Mixed, 15 in. 4.00 40.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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CARNATIONS (Continued)

ENFANT DE NICE EVERBLOOMING, 16 inches.

The result of a cross between Carnation Chabaud's Giant and Carnation Perpetual. The plants are of robust upright habit, with long, strong stalks bearing flowers 2½ to 3 inches in diameter.

Larger blooms than Chabaud while not so heavily lacinated. The heavier fleshy foliage provides a husky seedling, ideal for bedding plant trade. This strain is not as tall growing as Chabaud.

Flesh Pink	\$ 5.00
Pale Rose Pink	5.00
Red (Blood Red)	5.00
Rose, deep	5.00
Salmon, deep	5.00
Salmon, light	5.00
Scarlet	5.00
Striped Mixture	5.00
Violet (Purple)	5.00
Yellow	5.00
White	5.00

Waller-Franklin Formula Blend. Made from separately grown varieties blended according to a proven color formula	5.00
Choice Mixed	3.50	\$35.00

GRENADIN, early flowering, 20 inches.

Black King, dark red.....	2.50	25.00
Cardinal Red, scarlet red.....	2.50	25.00
Golden Sun	2.50	25.00
Snow White	2.50	25.00
Triumph, deep pink.....	2.50	25.00
White Gold, soft yellow.....	2.50	25.00
Choice Mixed	2.00	20.00

GRENADIN DWARF

Bright Scarlet, 15"	2.50	25.00
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PERPETUAL GIANT, 16 to 20 inches.

Choice Mixed	3.50	35.00
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CELOSIA (Cockscomb)

Childsii (Chinese Wool Flower) Mixed, 2 ft.....	1.20	12.00
Cristata Dwarf Empress. Dark foliage, red flowers.....	1.50	15.00
Cristata Dwarf Mixed, 1 ft.	1.50	15.00
Plumosa Choice Mixed, 2 ft.....	1.20	12.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CENTAUREA (Cornflower or Bachelor's Button)

CYANUS, Tall Double, 3 ft.

WALLER-FRANKLIN SPECIAL STRAINS

The flowers of these strains are large, fully double, and the colors are intensified. Long stems for cutting make these strains popular with cut-flower growers. Grown each year from specially selected plants.

Black Boy, blackish maroon	\$0.60	\$ 5.00
Blue Boy, clear bright blue.....	.60	5.00
Pinkie, deep pink60	5.00
Red Boy, ruby red60	5.00
Snow Man, pure white.....	.60	5.00
Waller-Franklin Formula Blend. A bright colored blend made by mixing together the proper amounts of the above five separately grown varieties.....	.60	5.00
Choice Mixed Double55	4.50

CYANUS, Dwarf Double, 1 ft. annual

Jubilee Gem, blue	1.20	12.00
Jubilee Mixture (Waller-Franklin) New, dwarf, nice color range	1.50	15.00

IMPERIALIS (Imperial Sweet Sultan) 3 ft. annual

Choice Mixed	1.10	9.00
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PERENNIAL CENTAUREA (tender perennial)

Candidissima (Argentea Vera) silvery-white finely cut foliage, yellow flowers. Used for edgings, window-boxes, etc.; silvery leaves, 1½ ft.	2.50	25.00
Gymnocarpa (Dusty Miller) silvery-grey notched leaves, lavender flowers. Usually used for borders. 2 ft.....	.75	6.00

PHOTOGRAPHS

We have a large collection of photographs of annuals and perennials suitable for catalog work and we will be pleased to send selections for your inspection. Price \$1.00 per print.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
CERASTIUM (Mouse Ear) 1 ft. perennial		
Tomentosum (Snow in Summer) silvery white foliage, rock plant	\$1.25	\$10.00
CHRYSANTHEMUM SINGLE ANNUAL (Painted Daisies) 2 ft.		
Carinatum Tricolor Merry Mixture, a blend of extremely gay tricolors90	7.50
CHRYSANTHEMUM MAXIMUM (Shasta Daisy)		
May Queen (Spring Marguerite) medium-sized flowers, 2 ft.85	7.00
Shasta Alaska, large pure white flowers, 2½ ft.85	7.00
Diener's Giant Double White, 2½ ft.	5.00
CLARKIA ELEGANS DOUBLE , 2 ft. annual		
Choice Mixed	1.00	10.00
CLEOME (Spiderflower)		
Giant Pink Queen, bright salmon pink. S.M., A.A.S. '42.	1.25	12.50
COBAEA SCANDENS (Cathedral Bells) annual climber		
Violet	1.50	15.00
COCKSCOMB: See Celosia, Page 23.		
COLUMBINE: See Aquilegia, Page 16.		
CONVOLVULUS (Morning Glory) annual		
Crimson Rambler50	2.00
Major Mixed, climber50	1.50
For giant flowered varieties such as Heavenly Blue, Scarlett O'Hara, etc., see Ipomoea, Page 35.		
COREOPSIS , 3 ft. These are the perennial forms of Calliopsis.		
Double Sunburst, golden yellow75	6.00
Grandiflora Lanceolata, Golden Giant60	5.00
Mayfield Giant, large flowered, golden yellow.60	5.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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COSMOS annual

MAMMOTH FLOWERING SENSATION, 3 ft.

Dazzler, crimson	\$0.80	\$ 6.50
Pink80	6.50
Radiance (New) A.A.S. '47.....	.80	6.50
White80	6.50
Waller-Franklin Formula Blend. A well proportioned mixture of the above four separately grown varieties.....	.80	6.50
Choice Mixed, A.M., A.A.S. '36.....	.75	6.00

EXTRA EARLY SINGLE MAMMOTH FLOWERING, 2½ ft.

Crimson80	6.50
Pink80	6.50
White80	6.50
Choice Mixed75	6.00

LATE MAMMOTH SINGLE, 4 ft.

Perfection Giant Flowering Fine Mixed.....	.75	6.00
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HYBRIDA

Fiesta, gold striped scarlet, semi-double. S.M., A.A.S. '51.....	1.50	15.00
Yellow Flare	1.10	9.00
Orange Flare (Early Flowering) G.M., A.A.S. '35, 2½ ft....	1.10	9.00
Orange Ruffles, semi-double	1.10	9.00

CYNOGLOSSUM

(Chinese Forget-me-not) annual

Amabile Deep Ultramarine Blue, 2 ft.....	.50	2.50
Amabile Dwarf Compactum Firmament, A.A.S. '39. 15 in.....	.50	3.00

DAHLIA

Waller-Franklin Dwarf Hybrids, greatly improved Unwin type which produces a high percentage of doubles from seed.

Price per oz. \$1.60, per lb. \$16.00.

Unwin's Dwarf Hybrids Mixed, miniature early flowering, double and semi-double hybrids, 18 to 24 in. high, with a wide range of colors.....	1.50	15.00
Coltness Waller-Franklin Formula Mixed.....	1.80	18.00
Giant Decorative Exhibition Hybrids, a superb strain, none finer from seed	9.00	90.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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DELPHINIUM

CHINENSIS (Butterfly Delphinium)

While the Chinensis type of Delphinium is classified as a perennial, they will, if sown early, bloom the first year, and continue to bloom the next two or three years following.

Dwarf Azure Fairy, azure blue, 12 in.	\$1.25	\$10.00
“ Blue Butterfly Improved, ultramarine blue, 12 in.	1.25	10.00
“ Blue Mirror (New) large navy blue spurless flowers opening upward. 15 in.	2.00	20.00
Tall Cambridge Blue (Waller-Franklin) belladonna blue, 2 ft.	1.50	15.00
“ Dark Blue, 2 ft.	1.25	10.00
“ White, 2 ft.	1.25	10.00
“ Mixed, 2 ft.	1.00	8.00

BELLADONNA TYPE

Belladonna Improved (Waller-Franklin Special Strain).

Clear light blue, large flowered and a strong grower.		
The finest strain of Belladonna on the market.....	2.50	25.00
Belladonna Cliveden Beauty, light blue.....	2.50	25.00
Belladonna True, light blue.....	1.50	15.00

Bellamosum Improved (Waller-Franklin Special Strain).

Clear large deep blue flowers (Phenyl Blue, Ridgway) uniform in color.....	2.50	25.00
Bellamosum, dark blue.....	1.50	15.00
Cardinale, scarlet.....	1.50	15.00
Lamartine, gentian blue with cream center.....	2.50	25.00
Belladonna Hybrids. A well-balanced mixture of the various light and dark blue shades.....	1.50	15.00

WREXHAM TYPE, 5 ft.

Waller-Franklin Wrexham Finest Mixed.....	3.00	35.00
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BLACKMORE AND LANGDON TYPE

Hybrids XXX Mixed (Waller-Franklin)	2.50	25.00
Gold Medal Hybrids Mixed	1.50	15.00

WALLER-FRANKLIN SEED COMPANY



*Our New Pacific Giant Delphinium are grown each year from
originator's newest strains.*

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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DELPHINIUM THE NEW PACIFIC GIANTS

Huge flowers two and one-half to three and one-half inches in diameter, beautifully spaced on well balanced spikes. Thin woody stems. Comparatively mildew resistant, this strain is practically 100% double.

We are pleased to offer a complete list of the originator's newest and finest strains, all carefully grown by us each year from the originator's cross-pollinated seed.

GROWN FROM ORIGINATOR'S STOCK

Astolat Series , contains these new shades in variety, pale blush, lilac pink, deep raspberry rose. With brown, fawn, and black bees, for contrast.....	\$12.00
Black Knight Series , dark blue (Dark Bee).....	8.00	\$80.00
Blue Bird Series , clear medium blue (White Bee).....	8.00	80.00
Bluejay Series , clear medium blue (Dark Bee).....	8.00	80.00
Cameliard Series , pure lavender (White Bee).....	8.00	80.00
Galahad Series , giant glistening white (White Bee).....	8.00	80.00
Guinevere Series , light pinkish lavender (White Bee).....	8.00	80.00
King Arthur Series , dark violet (White Bee).....	8.00	80.00
Lancelot Series , clear lilac self (White Bee).....	8.00	80.00
Percival Series , white (Black Bee).....	8.00	80.00
Round Table Series , a mixture of the originator's newest unnamed shades and types.....	8.00	80.00
Summer Skies Series , clear light blue (White Bee).....	8.00	80.00
Dark Blue Shades	6.50	65.00
Lavender Pastel Shades	6.50	65.00
Light Blue Shades	6.50	65.00
Medium Blue Shades	6.50	65.00
Violet Shades	6.50	65.00
Pacific Giants White	6.50	65.00
Waller-Franklin Formula Blend . Superior blending of the finest named series, according to our master formula.....	7.50	75.00
Waller-Franklin Pacific Giants Mixed Colors . An unusually fine mixture grown from our own carefully developed formula using originator's seed of the above "Series." This assures you of distinctly superior quality.....	5.00	50.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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DIANTHUS (Pinks)

Annual Varieties

CHINENSIS (China or Indian Pinks) 1 ft.

Double Choice Mixed.....	\$0.85	\$ 7.00
Single Choice Mixed.....	.75	6.00

HEDDEWIGII LACINIATUS, 1 ft.

Double Carnation Shades (Double Gaiety), New, brilliant shades in a full range of color, including bright salmon and scarlet.....	1.00	8.00
Single Gaiety. The largest flowers with deeply fringed edges and in the most brilliant colors.....	.75	6.00

SWEET WIVELSFIELD, 1 ft. annual

Single Choice Mixed85	7.00
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Hardy Perennial Varieties

PLUMARIUS (Grass or Clove Pinks) 1 ft.

Cyclops (Single Perpetual) various colors, red eye.....	2.00	20.00
Double (Double Pinks) Fine Mixed.....	2.00	20.00
Single (Sing'e Pinks) Fine Mixed.	1.00	10.00
Semperflorens Mixed (Florists' Perpetual Pinks) double.....	2.50	25.00
Scoticus Double, Special Florist Strain.....	2.50	25.00
Spring Beauty, Extra Double Giant Mixed.....	2.50	25.00

ALLWOODII, 1 ft.

Allwoodii Mixed. Double and single mixed. Free flowering, with a wide range of color.....	3.00	30.00
Allwoodii Alpinus, flowers first year from seed, 4 to 6 in. high, mixed colors. A gem for the rock garden, fragrant	3.00	30.00

UNUSUAL VARIETIES

Caesius Grandiflorus (Cheddar Pinks) pink, 1 ft.60	5.00
Deltoides Brilliant (Maiden Pinks) rich rose pink. 4 in.....	2.50	25.00
Little Jock Hybrids. A rare very dwarf rock garden species, mixed colors, 6 inches.....	2.50	25.00
Rock Garden Rare Species Mixed.....	2.50	25.00
Winteri, Mixed Colors. A new strain of large, single, brightly-zoned flowers on stiff stems. 1 ft.....	3.50

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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DIDISCUS (Blue Lace Flower) 2½ ft.

Coeruleus, blue	\$1.20	\$12.00
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DIGITALIS (Foxglove) 5 ft. biennial

Gloxinioides Mixed75	6.00
The Shirley, enormous spotted flowers, mixed.....	.75	6.00
Shirley Pastel Shades (Waller-Franklin) New shades of cream yellow, apricot, rose-pink, heliotrope	1.50	15.00

DIMORPHOTHECA (Star of the Veldt) 1 ft. annual

Aurantiaca Golden West	1.50	15.00
Aurantiaca Orange Improved	1.50	15.00
Aurantiaca Salmon Beauty	1.50	15.00
Aurantiaca White Beauty	1.50	15.00
Aurantiaca Mixed Hybrids	1.20	12.00
Ecklonis, white with blue disc, 2 ft.....	2.00	20.00

DOLICHOS annual climber

Lignosus (Australian Pea Vine).....	1.50	15.00
Lablab (Hyacinth Bean Vine) Mixed colors. Purple and white flowered mixed50	2.00

DUSTY MILLER: See *Centaurea Gymnocarpa*, Page 24.

ESCHSCHOLTZIA (California Poppy) 1 ft. annual

Aurantiaca (Orange King) rich orange, true California Poppy, A.M., R.H.S.50	4.00
Carmine King, deep carmine60	5.00
Golden West (Californica) yellow with orange center. H.C., R.H.S.60	5.00
White75	6.00
Waller-Franklin Special Hybrids Mixed, rare and unusual double and semi-double colors	1.25	10.00
Brilliant Mixed, mixture of all above colors.....	.50	4.00
Mixed, white, yellow and orange.....	.50	3.50

EUPHORBIA, 2 ft. annual

Variegata (Snow-on-the-Mountain)85	7.00
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FEVER FEW: See *Matricaria*, Page 41.

FOUR O'CLOCKS: See *Marvel of Peru*, Page 41.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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GAILLARDIA (Blanket Flower)

PICTA 2 ft. annual

Single Mixed	\$.95	\$ 7.50
Lorenziana Double Choice Mixed.....	1.00	8.00
Lorenziana Double New Hybrids. A better mixture of brighter colors, larger, more fully double flowers.....	1.25	10.00

GRANDIFLORA, 3 ft. perennial

Portola Hybrida (Waller-Franklin) red, golden tipped.....	1.25	10.00
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GERANIUM (Pelargonium Zonale)

Fancy Mixture	6.00	60.00
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GERBERA (Transvaal Daisy) 2 ft.

Waller-Franklin Hybrids (New). A new and exclusive strain of exceptional quality and color range. Per 1000 seeds \$3.50	20.00	175.00
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GEUM (The Rose of the Rockery) 2 ft. perennial

Lady Stratheden, orange yellow	1.50	15.00
Mrs. Bradshaw, scarlet	1.25	12.50
Orange Queen, orange scarlet.....	2.00	20.00
Choice Mixed	1.50	15.00

GILIA annual

Capitata Reselected, rich sky blue, large blooms. A good cut flower, 3 ft.55	4.50
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GODETIA

Tall Double Grandiflora Mixed85	7.00
Duke of York, upright single.....	1.25	10.00

GOURDS (Ornamental Varieties)

Large Sorts Mixed50	2.00
Small Sorts Mixed50	2.00
Large and Small Sorts Mixed.....	.50	2.00

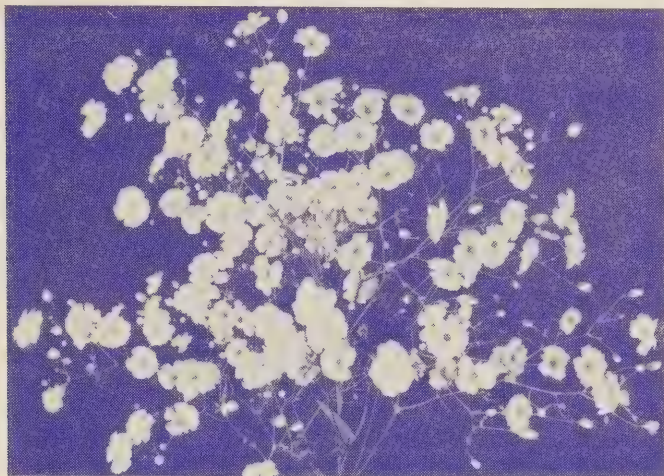
GREVILLEA (Silk Oak) greenhouse plant

Robusta	3.00	30.00
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GROWERS OF "MERIT" FLOWER SEEDS

Flower
Seeds

Price Price
per oz. per lb.



Gypsophila Elegans, Covent Garden Market Reselected

GYPSOPHILA

ELEGANS (Chalk Plant) annual

COVENT GARDEN MARKET RESELECTED, 2 ft.

An improved giant pure white, unsurpassed as to size of bloom as well as form. A florist strain.

Price per oz. \$0.50, per lb. \$1.75

London Market, large flowered, 2½ ft. \$0.50 \$ 1.50

Paris Market, large flowered, extra select, 2 ft.50 1.50

PANICULATA (Baby's Breath) 3 ft. perennial

Double Snow White 3.00 30.00

Single White95 7.50

REPENS, 6 in. perennial

Rose 2.00 20.00

White 2.00 20.00

HELIANTHUS: See Sunflower, Page 67.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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HELICHRYSUM (Strawflower) 3 ft. annual

Monstrosum Double, Choice Mixed.....	\$ 1.25	\$10.00
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HEUCHERA

(Alum Root or Coral Bells) 1½ ft. perennial

Sanguinea Hybrids Mixed Colors	10.00	100.00
Sanguinea Spitfire, large rich scarlet.....	10.00	100.00
Sanguinea Splendens, vermillion	10.00	100.00

HOLLYHOCK (Althea rosea)

PERENNIAL

Chater's Double Chamois (Colorado Sunset).....	1.50	15.00
“ “ Crimson	1.50	15.00
“ “ Deep Rose (Enchantress)	1.50	15.00
“ “ Lilac	1.50	15.00
“ “ Maroon (Black Gem).....	1.50	15.00
“ “ Newport Pink	1.50	15.00
“ “ Salmon Rose	1.50	15.00
“ “ Scarlet (Fire King).....	1.50	15.00
“ “ Sulphur Yellow (Golden Drop).....	1.50	15.00
“ “ White (Virgin Queen).....	1.50	15.00
“ “ Waller-Franklin Formula Blend	1.50	15.00
“ “ Superb Mixed.....	1.25	12.00
Imperator, fringed flowers, pink to cerise salmon.....	1.15	10.00
Triumph Double Mixed. Flowers waved and fringed.....	1.15	10.00
Triumph Supreme (Waller-Franklin) A new double flower- ing variety of unusual colors. Starts flowering the first year	1.50	15.00
Allegheny Mixed, semi-double, art shades.....	1.00	10.00
Single Mixed55	4.50

ANNUAL

Indian Spring, S.M., A.A.S. '39.....	.75	6.00
Indian Summer	3.00	30.00

IBERIS. See Candytuft, Page 21.

ICELAND POPPY: See Poppy Nudicaule, Page 48.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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IPOMOEA annual climber

Noctiflora

White Moonflower. Night blooming, white seeded.....	\$0.50	\$ 2.50
Giant Pink Moonflower.....	.50	2.50

Quamoclit

Scarlet (Cypress Vine).....	1.00	8.00
Sloteri (Cardinal Climber)	1.00	8.00
Mixed60	5.00

Giant Flowering (Rubro-Caerulea)

Blue Star (A.A.S. '48) Sky-blue with mid-blue ribs in form of a star75	6.00
Cornell. Rosy-crimson with white edge.....	.75	6.00
Darling, (New) A new brilliant rosy-red with pure white throat, brighter than Scarlett O'Hara. Climbs and blooms freely like Heavenly Blue and Pearly Gates.....	.60	5.00
Heavenly Blue Clarke's Strain, sky blue, shading golden yellow in throat, extremely early.....	.50	4.00
Pearly Gates, lovely lustrous white. S.M., A.A.S. '42.....	.85	7.00
Scarlett O'Hara, G.M., A.A.S. '38.....	.60	5.00
White Magic85	7.00
Giant Mixed. Mixture of red, white and blue.....	.55	4.50

For the smaller flowered Morning Glories see Convolvulus, page 25

KOCHIA (Summer Cypress) 3 ft. annual

Childsii, compact, symmetrical and uniform.....	.50	3.00
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LARKSPUR (Larks-Heel) annual

EARLY GIANT HYACINTH FLOWERED IMPROVED, 3 ft.

Dark Blue	2.00	20.00
Lilac	2.00	20.00
Pink	2.00	20.00
Purple	2.00	20.00
White	2.00	20.00
Choice Mixed	1.50	15.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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LARKSPUR (Continued)

GIANT IMPERIAL, 3½ to 4 ft. New and Standard Varieties

Numerous trials conducted over past seasons indicate the following choice varieties to be a select, concise listing suitable for any situation.

Outstandingly superior varieties indicated in boldface type.

Blue Bell , light blue	\$0.75	\$ 6.00
Blue Spire (Waller-Franklin) deep Oxford blue.....	.75	6.00
Carmine King Improved , bright carmine rose.....	.75	6.00
Dazzler, carmine75	6.00
Exquisite Pink Improved (Waller-Franklin) soft pink shaded salmon, A.M., R.H.S.75	6.00
Exquisite Rose (Waller-Franklin) rose pink, A.M., R.H.S.....	.75	6.00
Lilac King, rich lilac.....	.75	6.00
Los Angeles Improved, rose.....	.75	6.00
Miss California, deep rose on salmon.....	.75	6.00
Pink Perfection, light pink on salmon.....	.75	6.00
Regal Dark Blue75	6.00
Regal Lilac , pure clear lilac.....	.75	6.00
Regal Pink , brilliant pink on salmon.....	.75	6.00
Regal Rose , clear cold rose.....	.75	6.00
Regal White , purest white.....	.75	6.00
Rosalind (Waller-Franklin) rose suffused salmon.....	.75	6.00
Supreme Dark Blue75	6.00
Supreme Lilac, clear lilac.....	.75	6.00
Supreme Pink, rose pink75	6.00
Supreme Rose , clear warm rose.....	.75	6.00
Supreme Salmon , finest salmon75	6.00
Supreme White75	6.00
Sweet Lavender75	6.00
White King75	6.00
White Spire75	6.00
Waller-Franklin Formula Blend , made from the above new and standard varieties in proper proportion.....	.75	6.00
Choice Mixed.....	.70	5.50

GROWERS OF "MERIT" FLOWER SEEDS



Price per oz. per lb.

LATHYRUS (Everlasting Pea) perennial climber

Latifolius Pink Beauty	\$1.25	\$10.00
Latifolius Red	1.25	10.00
Latifolius White Pearl	1.25	10.00
Latifolius Mixed	1.00	8.00

LAVATERA (Mallow) perennial

Assurgentiflora (California Windbreak) rose, 10 ft.50	4.00
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LAVENDER perennial

Munstead Strain, dwarf, deep lavender, 1 ft.	2.50	25.00
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LILIUM (Regal Lily) 4 ft. perennial

Regale	1.50	15.00
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LINARIA (Wild Snapdragon) 1 ft. annual

Maroccana Hybrida Excelsior Mixed85	7.00
Marocanna Northern Lights, (New) brilliant colors.....	.85	7.00
Fairy Bouquet Mixed, compact plants about eight to ten inches high, in many distinct colors.....	1.00	10.00

LINUM (Scarlet Flax) annual

Grandiflorum Rubrum, 1½ ft.60	5.00
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LINUM (Perennial Flax)

Flavum, golden yellow, fine rock plant, 1 ft.	2.00	20.00
Flavum Nanum Compactum, dwarf, yellow, 6 in.....	3.00	30.00
Perenne Sibiricum, blue, 2½ ft.60	5.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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LOBELIA ERINUS annual

COMPACT VARIETIES

CRYSTAL PALACE

A Waller-Franklin reselected strain. True, dark blue, dark foliage.

Price per oz. \$2.00, per lb. \$20.00

Cambridge Blue, light blue, green foliage.....	\$2.50	\$25.00
Emperor William (Celestial), gentian blue, green foliage....	2.50	25.00
Mrs. Clibran, deep blue, white eye.....	2.50	25.00

TRAILING

Sapphire, sapphire blue, white eye.....	2.00	20.00
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LUPINUS

HARTWEGII GIANT KING, 3 ft. annual

Waller-Franklin King strain of Lupinus have larger flowers, closer placed on longer spikes and in more distinct colors. They grow taller and are more vigorous, much to be preferred over the older ordinary strains of Hartwegii.

Blue (Waller-Franklin) Oxford Blue.....	.75	6.00
Heliotrope (Waller-Franklin) rosy purple.....	.75	6.00
Sky Blue (Waller-Franklin) light blue.....	.75	6.00
White (Waller-Franklin) pure white.....	.75	6.00
Waller-Franklin Formula Mixture, A.M., A.A.S. '33.....	.60	5.00
Choice Mixed50	4.00

DWARF HARTWEGII. 8 in.

Pixie Delight. Very free flowering in a wide range of colors	1.25	10.00
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SMALL SEEDED SORTS

Nanus Blue, 1 ft. (California Native).....	.50	3.00
Texas Blue Bonnet (Texas State Flower) 1 ft.....	.50	3.00

Perennial Varieties

POLYPHYLLUS. 3 to 4 ft.

Russell Mixed. Every imaginable color.....	1.25	10.00
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GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD (*Tagetes*) annual

TALL AFRICAN DOUBLE FISTULOSA, 3 ft.

ALL-DOUBLE—An especially fine tall branching strain, bearing enormous flowers of the quilled type. One of the greatest improvements in the history of African Marigolds. No longer do we have to be content with a high percentage of singles. This strain is 100 per cent double, with huge perfectly formed blooms.

As originators, we claim to have the most perfect and best strains. Especially selected for florists.

Lemon All-Double (Waller-Franklin)

Orange All-Double (Waller-Franklin) A.M., R.H.S., '33

Each of above varieties : Price per oz. \$1.20, per lb. \$12.00.

Mixed All-Double. An exceptional mixture made from the two separately grown colors, assuring the proper color balance and best possible quality. Price per oz. \$1.00, per lb. \$8.00.

Choice Mixed \$0.75 \$ 6.00

AFRICAN DOUBLE IMBRICATA (Carnation Flowered)

Buff Beauty, golden buff (odorless foliage).....	1.00	10.00
Burpee Gold Improved, orange (odorless foliage) 2½ ft.....	1.00	10.00
Canary Bird, lemon yellow (odorless foliage).....	1.00	10.00
Frills, bright golden orange (odorless foliage) 2 ft.....	1.00	10.00
Guinea Gold, golden orange, 2½ ft.....	.60	5.00
Mayling, yellow (odorless foliage) 2½ ft.....	1.00	10.00
Yellow Supreme, creamy lemon yellow, 2½ ft.	1.00	10.00
Carnation Flowered Mixed, earliest above varieties.....	1.00	10.00

GIGANTEA, 3½ ft.

Sunset Giants. Huge flowers with a color range through orange, yellow and primrose.....	.85	7.00
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COLLARETTE, 2½ ft.

Crown of Gold, bright golden orange (odorless foliage) G.M., A.A.S. '37	1.10	9.00
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A SPECIAL MIXTURE (Waller-Franklin)

Treasure Chest. A strikingly brilliant and interesting blend of the very earliest Chrysanthemum and Carnation flowered African varieties, selected for even height and season of bloom	1.25	10.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD (Continued)

CHRYSANTHEMUM FLOWERED

Early Sunrise (Dixie Sunshine) dazzling golden yellow. 4 ft.	\$1.25	\$10.00
Glitters, A.A.S. '51, yellow.....	1.25	10.00
Mammoth Mum, light sulphur yellow, 2½ ft. A.A.S. '44..	2.50	25.00
Mission Giant Goldsmith (Waller-Franklin) rich golden orange, B.M., A.A.S. '41	1.25	10.00
Mission Giant Limestone (Waller-Franklin). A new soft lemon yellow	1.25	10.00
Mission Giant Yellowstone (Waller-Franklin) clear golden yellow, H.M., A.A.S. '42.....	1.25	10.00
Mission Giant Mixed. Exclusive, our mixture is now made up of the three colors in correct proportion.....	1.10	9.00

FRENCH DOUBLE, Dwarf, 1 ft.

Color Magic, interesting color hybrids.....	1.00	8.00
Eldorado (Waller-Franklin) A new compact and uniform canary yellow. 10 in.60	5.00
Harmony, deep orange, with maroon-brown collar.....	.60	5.00
Harmony Hybrids, mixture of Harmony type, crested flowers60	5.00
Melody, brilliant orange. B.M., A.A.S. '4260	5.00
Royal Scot (Striped) extra select.....	.75	6.00
Rusty Red, large mahogany flowers.....	2.50	25.00
Scarlet Glow, mahogany turning to orange scarlet. H.M., A.A.S. '4160	5.00
Tangerine, orange scarlet	2.50	25.00
Monarch Strain Mixed	1.25	10.00
Choice Double Mixed60	5.00

FRENCH DOUBLE, Dwarf Miniature. 6 in.

Butterball, soft butter yellow. B.M., A.A.S. '42.....	1.00	8.00
Midget Harmony. Flowers same as Harmony.....	1.00	8.00
Spry, yellow crested center, guard petals mahogany-red. S.M., A.A.S. '41	1.00	8.00
Spry Hybrids (Waller-Franklin) A new hybrid strain of true Miniature habit in a complete range of colors and flower type	1.00	8.00
Sunkist, bright golden orange.....	1.00	8.00
Yellow Pigmy, H.M., A.A.S. '40.....	1.00	8.00
Gem Mixture75	6.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD (Continued)

FRENCH SINGLE, Dwarf

Flash, red and gold bicolor, 15 in., B.M., A.A.S. '43.....	\$0.50	\$ 4.00
Naughty Marietta (New) golden yellow blotched maroon at the base of the petals, 12 in.....	.60	5.00
Red Head (New) large single rich mahogany with crested center of orange tipped maroon. 12 in.85	7.00
Sunny (New) yellow, 12 in.60	5.00
Waller-Franklin Formula Blend, made of only the earliest varieties matched for height and season of bloom.....	.60	5.00
Choice mixed (Spanish Flag), all above colors.....	.60	5.00

FRENCH SINGLE, Tall

Brown (Josephine) for florists, 3 ft.60	5.00
Ferdinand, Harmony type bloom, 2 ft.60	5.00

TAGETES SIGNATA PUMILA

Gnome, deep orange, 9 in.	1.25	10.00
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MARVEL OF PERU (Four O'Clocks) annual

Mirabilis. Choice Mixed50	2.50
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MATRICARIA, Fl. Pl. perennial

Exima Grand. Double White, 2 ft.....	2.00	20.00
" " Double White, extra select, 18 in.....	3.00	30.00
" " Golden Ball, dwarf double, 8 in.....	2.50	25.00
Capensis Alba Plenissima (Feverfew) 2 ft.....	1.20	12.00

MATTHIOLA (Evening Scented Stock) 2 ft. annual

Bicornis, lilac flowers, exquisitely perfumed.....	.50	4.50
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MIGNONETTE (Reseda Odorata) annual

Goliath Red, Waller-Franklin Select Strain, 1 ft.....	.75	6.00
Machet Improved, 1½ ft.75	6.00
" Special Mixture, 1 ft.75	6.00
New York Market, Waller-Franklin Select Strain, 1½ ft.....	.75	6.00
Reseda Odorata Grandiflora Improved, 1½ ft.75	6.00

MORNING BRIDE: See Scabiosa, Page 50.

MORNING GLORY: See Ipomoea, Page 35 and Convolvulus, Page 25.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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NASTURTIUM (Indian Cress)

SEMI-DOUBLE GLEAM

Golden Gleam, golden yellow, G.M., A.A.S. '33, A.M., R.H.S. '32....	\$1.75	
Indian Chief, dark foliage, brilliant scarlet.....	1.75	
Mahogany, dark mahogany red.....	1.75	
Salmon Gleam, golden salmon	1.75	
Scarlet Gleam, fiery scarlet, G.M., A.A.S. '35.....	1.75	
Glorious Gleam Hybrids Mixed, A.M., A.A.S. '35.....	1.75	

SEMI-DOUBLE DWARF, 1 ft.

Cherry Rose	2.00	
Golden Globe, golden yellow	2.00	
Mahogany Gem, dark mahogany red.....	2.00	
Scarlet Globe, fiery scarlet.....	2.00	
Gem Mixed, well balanced range of colors.....	2.00	
Giant Mixed, dwarf compact	2.00	

SINGLE DWARF, 1 ft.

Waller-Franklin Formula Mixture of Dark Leaved Varieties.....	3.00	
Choice Mixed	1.75	

SINGLE TALL or CLIMBING

Waller-Franklin Formula Mixture of Dark Leaved Varieties.....	3.00	
Choice Mixed	1.75	

NEMESIA STRUMOSA GRANDIFLORA (SUTTONI) 1 ft. annual

Choice Mixed	\$3.50	35.00
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NEMESIA NANA COMPACTA, 9 in. annual

Blue Gem Improved	5.00
Fire King, cerise scarlet	5.00
Superbissima Grandiflora Mixed, dwarf, splendid colors.....	4.00

NEMOPHILA, 6 in. annual

Insignis Blue (Baby Blue Eyes).....	.50	4.00
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NICOTIANA (Tobacco) annual

Affinis Sweet Scented Crimson King, 3 ft.....	.95	7.50
Affinis Sweet Scented White, 3 ft.....	.95	7.50
Affinis Sweet Scented Choice Mixed, 3 ft.....	.60	5.00
Affinis Sweet Scented Dwarf Crimson Bedder, 15 in.....	.95	7.50
Daylight Sensation Mixture (New), 2 ft.....	1.00	10.00
Miniature White (Suaveolens) 1½ ft., fragrant.....	5.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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NIEREMBERGIA (Cup Flower)

Purple Robe. A.A.S. '42. Deep purple, 8 to 10 inches.....	\$12.50
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PANSY (Viola Tricolor)

The advantages of carefully grown California Pansy seed are high germination, increased longevity, and early delivery. We can usually furnish high germinating new crop seed for your July-August sales.

Waller-Franklin Special Formula Mixture of Swiss Giants

Price
Per oz. Per lb.

A magnificent blend of Swiss Giant Pansy, characterized by a predominance of rich wine colors. It far surpasses, in form and range of dark, rich colors, any mixture of Swiss Giant Pansy we have seen. The plants are uniformly compact and most of the blooms are waved, giving them the appearance of being frilled. This Formula Mixture has been one of our special items for a number of years.....

\$8.00 \$80.00

Super Swiss Giants, Superb Mixed.....	\$5.50	\$55.00
America, Special Florists' Strain Mixed.....	7.50	75.00
Oregon Giants Bright Mixture.....	6.50	65.00
Tall Winter Flowering (Florist Strain) Mixed colors.....	12.00	120.00

Harmony (Waller-Franklin) New compact ruffled hybrid mixture. Truly different, truly unusual in its unending variety of interesting color combinations. Gay luminous tones never before seen so abundantly in any Pansy strain. A pleasing surprise to all who have seen it.

8.00 80.00

PASSIFLORA (Passion Flower)

Edulis, blue and white.....	1.50	15.00
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PENTSTEMON (Beard Tongue) perennial

Hybrid Gloxinioides. Choice Mixed (Sensation) 2½ ft.....	2.00	20.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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PETUNIA annual

HYBRIDA, 1½ ft.

Blue Bee (Waller-Franklin) the blue of Viola Jersey Gem.....	\$2.00	\$20.00
Flaming Velvet. Bright crimson red.....	2.50	25.00
General Dodds , velvety blood red.....	2.00	20.00
Howard's Star, reddish-purple, white star.....	2.00	20.00
Howard's Star Improved (Waller-Franklin) violet, white star....	3.00	30.00
Radiance (Waller-Franklin) cerise rose, S.M., A.A.S. '41.....	2.50	25.00
Rose King	2.00	20.00
Topaz Queen (Waller-Franklin) carmine-rose.....	2.50	25.00
Violacea, deep violet.....	2.00	20.00
White King	2.00	20.00
Waller-Franklin Formula Blend . A new mixture made by blending together proper proportions of the best of the separately grown largest varieties.....	2.00	20.00
Choice Mixed. An excellent mixture of all colors.....	1.60	16.00

BALCONY (Pendula) 1½ ft

Black Prince, velvety red.....	4.00	40.00
Blue, velvety violet blue, extra select.....	2.50	25.00
Crimson, dark red	4.00	40.00
Rose, fiery rose, select strain.....	2.50	25.00
Royal Rose (Waller-Franklin). A new clear warm rose.....	4.00	40.00
Star of California (Waller-Franklin) violet-purple, white star	2.50	25.00
White, pure white, A.M., R.H.S. '35.....	2.50	25.00
Choice Mixed, includes all the above varieties.....	2.25	22.50

RUFFLED NANA COMPACTA

Martha Washington (Waller-Franklin). Compact ruffled, 6 in. 25.00

- Little Giants Mixed** (Waller-Franklin) Very compact plants completely covered for a long season with well-ruffled flowers in all shades, 10 in.....Price per oz. \$15.00
- Pink Frills** (Little Giants Pink Shades) A nicely ruffled nana compacta type developed from our popular Little Giants. Early blooming, medium size flowers in brilliant rose-pink shades are profusely borne on compact well rounded plants. Excellent for pot work, borders and bedding.....Price per oz. 20.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds			Price per oz.	Price per lb.
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PETUNIA (Continued)

GRANDIFLORA NANA COMPACTA

King Henry, rich velvety red.....	¼ oz.	\$4.50	\$15.00
Velvet Ball, velvety blood red, A.A.S. '39.....	¼ oz.	4.50	15.00

HYBRIDA NANA COMPACTA

WALLER-FRANKLIN'S SPECIAL STRAINS OF DWARF SINGLE BEDDING PETUNIAS

Blue Bedder Improved (Waller-Franklin). New compact mid-blue, free flowering, early blooming, fine for bedding plant trade	3.50	\$35.00	
Celestial Rose (Waller-Franklin). Low growing compact mounds of bright rose with a small white eye.....	2.50	25.00	
Elk's Star (Waller-Franklin). New exceptionally uniform and compact bedding strain. Velvety reddish purple, clear white star	10.00	
Rosy Morn (Waller-Franklin). Much more compact than most other strains, but exceedingly uniform. The same bright rose shade as our Celestial Rose, but with a larger distinct white center	2.50	25.00	
Silver Blue or Heavenly Blue (Waller-Franklin). This medium light blue of our own development is finding a steadily increasing demand. Its uniformity of non-fading color and its good compact habit of growth make it the most desirable light blue.....	5.00	50.00	
Snowball Improved (Waller-Franklin). The first pure white true companion to the other five colors. The flowers are large, full round with a light throat. The plants are the same low growing, compact mounds and exceptionally uniform	3.50	35.00	

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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PETUNIA (Continued)

HYBRIDA NANA COMPACTA, 1 ft.

Admiral Improved , New refinement of older strain, more uniform color and habit, excellent pot strain.....	\$10.00
Blue Bedder Improved (Waller-Franklin) New. More compact growing and a better color. See page 45.....	3.50	\$35.00
Celestial Rose , see page 45.....	2.50	25.00
Elk's Star (Waller-Franklin). A new more compact strain of Howard's Star color. Uniform and early. See page 45....	10.00
English Violet . Medium shade of violet-blue.....	6.00	60.00
Fire Chief . Scarlet red Gold Medal A.A.S. 1950.....	8.00	80.00
Glow . The brightest of all in this group. A dazzling carmine and compact growing.....	6.00	60.00
Lipstick , carmine rose	8.00	80.00
Rose of Heaven	2.50	25.00
Rosy Morn , see page 45.....	2.50	25.00
Silver Blue (Heavenly Blue), see page 45.....	5.00	50.00
Snowball Improved , see page 45.....	3.50	35.00
Twinkles . Brilliant rose starred white. Very low growing.....	6.00	60.00
Violacea . Vigorous, free flowering violet, but taller than the other varieties	2.50	25.00
Waller-Franklin Formula Blend . A very good mixture made by blending together the best of all the most compact growing of the above varieties and including a complete range of colors.....	3.00	30.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price 1/16 oz.	Price 1/4 oz.	Price per oz. ←
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PETUNIA (Continued)

GRANDIFLORA SINGLE PLAIN EDGED

Dazzler (Waller-Franklin). An exceedingly brilliant, low growing, dazzling rosy scarlet.....	\$3.50	\$10.00	\$35.00
Dwarf Elk's Pride (Waller-Franklin). Rich velvety violet blue, uniformly larger flowered and lower growing	3.00	8.00	30.00
Snowstorm Improved . Immense pure white.....	3.50	10.00	35.00
Summer Night , Same color, but more dwarf and compact than Elk's Pride. Blooms about 3 weeks later	3.50	10.00	35.00

GRANDIFLORA SINGLE FRINGED

Super Fluffy Ruffles Mixed (Waller-Franklin). Heavily fringed and frilled in a beautiful range of all colors	3.00	8.00	30.00
Theodosia Improved (Waller-Franklin). Deeply fringed bright rosy-pink with golden throat	3.00	8.00	30.00

DWARF ERFURT SINGLE FRINGED

Lace Veil . Pure white.....	4.00	12.00	40.00
Setting Sun . Brilliant rose.....	4.00	12.00	40.00

GIANTS OF CALIFORNIA. 15 to 18 in.

Waller-Franklin Formula Mixture.	1/16 oz.	1/4 oz.	Per oz.
The largest of all in many colors.....	\$3.00	\$8.00	\$30.00

Ruffled Monsters Choice Mixed	2.50	7.50	25.00
Garden Giants (Waller-Franklin) 10 to 12 in.....	2.50	7.50	25.00
Choice Mixed	2.50	7.50	25.00

DWARF GIANTS OF CALIFORNIA. 8 to 10 in.

Waller-Franklin Extra Dwarf Formula Mixture.	1/16 oz.	1/4 oz.	Per oz.
Especially developed for the pot-plant grower. Enormous blooms on very small plants.....	\$5.00	\$15.00	\$50.00

Choice Mixed, Ramona Strain	4.50	12.50	45.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb. ←
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PHACELIA annual

Campanularia (California Blue Bell) gentian blue, 1 ft.....	\$0.55	\$ 4.50
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PHLOX DRUMMONDI, 1 ft. annual

Gigantea Art Shades (Waller-Franklin).....	2.50	20.00
Gigantea Mellow Moon.	4.00	40.00
Gigantea Red Glory (Waller-Franklin).....	4.00	40.00
Gigantea Rosy Morn (Waller-Franklin).....	4.00	40.00
Gigantea Salmon Glory (Waller-Franklin).....	4.00	40.00
Grandiflora Choice Mixed	1.50	15.00

PLATYCODON (Tufted Hairbell) perennial

Grandiflora Blue, 2 ft.	2.50	25.00
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POPPY

ICELAND (Nudicaule) perennial

Amurense Yellow (Yellow Wonder) longest stemmed, largest flowered yellow Iceland Poppy. 2 ft.....	3.00	30.00
Coonara Pinks, rose tints (true strain) 1 ft.....	3.00	30.00
Gartford Giant Mixed, 2 ft.	3.00	30.00
Kelmscott Strain, 2 ft. finest of all, strong stems.....	2.50	25.00
Sandford's Giant Mixed, (Waller-Franklin) selected strain, 2 ft.	2.50	25.00
The Emperor, large orange	3.00	30.00
Sunbeam Mixture, fine mixture, 2 ft.	2.00	20.00

SHIRLEY DOUBLE, 2½ ft. annual

Sweet Briar All-Double (Waller-Franklin) deep rose pink.....	.75	6.00
All-Double Mixed60	5.00
Begonia Flowered Choice Mixed.....	.50	4.00

SHIRLEY SINGLE, 2½ ft. annual

American Legion (Waller-Franklin) brilliant orange scarlet, H.C., R.H.S.60	5.00
Choice Mixed50	4.00

PORTULACA (Moss Rose or Sun Plant) 4 in. annual

Grandiflora Double Extra Select Mixed.....	1.60	16.00
Grandiflora Single Jewel. Extra large deep carmine.....	1.50	15.00
Grandiflora Single Choice Mixed.....	1.00	10.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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PYRETHRUM (Painted Daisy) 2 ft. perennial

Hybridum Grandiflorum, Robinson's Giant Hybrids.....	\$3.00	\$30.00
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RICINUS (Castor Oil Plant) annual

Zanzibariensis Mixed, 12 ft.50	3.00
Mixed, all sorts50	2.00

ROCK GARDEN ANNUALS

Waller-Franklin Choice Blend. A carefully proportioned blend of many different kinds of the lowest growing annuals proved to be the most desirable for sowing in rock gardens.....	.60	5.00
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ROCK GARDEN PERENNIALS

Waller-Franklin Choice Blend. Made up by blending together several very low growing varieties of hardy perennials that grow well from seed sowed directly into the rock garden.....	1.50	15.00
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SALPIGLOSSIS (Painted Tongue) 3 ft. annual

Superbissima. Emperor Finest Mixed. An outstanding strain for size and colors of flowers. Our mixture is grown from a formula of the finest separate colors selected for largest flowers with heavily veined throats.....	1.00	8.00
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SALVIA annual

In order of earliness, top to bottom

St. John's Fire, 10"	6.50	65.00
Blaze of Fire, 10"	5.00	50.00
Zurich, 12"	3.50	35.00
Firebrand, 16"	3.50	35.00
America (Globe of Fire) 16"	3.50	35.00
Bonfire, 18"	3.00	30.00
Splendens (Scarlet Sage) 24"	2.50	25.00

WALLER-FRANKLIN SEED COMPANY

W. J. J. J. J.
W. J. J. J. J.

Price Price
per oz. per lb.

SCABIOSA (Pincushion Flower) 3 ft.

WALLER-FRANKLIN SPECIAL STRAINS

Much larger flowers almost completely ball-shaped in more clear and brighter colors. The plants are taller, more vigorous with strong, wiry stems.

Aquarium Blue. Large clear medium blue.....	\$1.25	\$10.00
Azure Fairy. Azure blue	1.25	10.00
Black Knight (New). Extra large deep reddish black.....	1.25	10.00
Blue Tinsdale. Deep azure blue.....	1.25	10.00
Blue Moon. Large clear blue. A.A.S. '39.....	1.25	10.00
Fire King. Fiery scarlet.....	1.25	10.00
King of the Blacks. Reddish black.....	1.25	10.00
Loveliness. Large salmon rose shades.....	1.25	10.00
Oxford Blue.....	1.25	10.00
Oxford Blue (New). The largest and best rich, deep campanula blue	1.25	10.00
Peach Blossom. Attractive light rose.....	1.25	10.00
Rosette. Deep rose suffused salmon.....	1.25	10.00
Salmon Beauty. Pure salmon.....	1.25	10.00
Shasta Improved. Enormous pure white.....	1.25	10.00
Waller-Franklin Formula Blend. A much brighter mixture especially made from the six distinct and outstanding colors, all giant flowered	1.25	10.00
Waller-Franklin Giant Hybrids Mixed. A fine field-grown mixture planted from a carefully proportioned formula of all the different giant flowered varieties.....	1.00	8.00

PERENNIAL VARIETIES

Caucasica House's Hybrids, colors range from dark blue to lavender, 2½ ft.	4.00	40.00
" Lavender-Blue	4.00	40.00
" Perfecta, fringed lavender	4.00	40.00
" White	4.00	40.00
" Choice Mixed	3.00	30.00
Columbaria Delicate Lavender, 2 ft.....	2.00	20.00
" Delicate Pink, orchid pink, 2 ft.....	2.00	20.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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WALLER-FRANKLIN FORMULA BLENDS. Outstanding mixtures made by blending together proper proportions of the best of the distinct **separately grown** varieties to make an especially fine brilliant blend.

SCARLET RUNNER BEANS. See Beans, Page 18.

SCHIZANTHUS (Butterfly Flower) 1½ ft. annual

Giant Flowering Hybrids Mixed. An extra select large flowered compact strain	\$2.00	\$20.00
Butterfly Mixture, bright colors.....	1.50	15.00

SHASTA DAISY (*Chrysanthemum Maximum*). See Page 25.

SNAPDRAGON. See *Antirrhinum*, Pages 14 and 15.

SNOW-ON-THE-MOUNTAIN. See *Euphorbia*, Page 31.

SOLANUM (Jerusalem Cherry) greenhouse plant

Ball Christmas Cherry (<i>Hlavacek's</i> Masterpiece) finest compact strain, large red upright fruit.....	3.50	35.00
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STATICE (Sea Lavender-Sea Pink)

Bonduelli, golden yellow, 2½ ft. annual.....	.50	4.00
Caspia, lilac, perennial	2.00	20.00
Dumosa, silvery grey flowers, perennial.....	1.25	10.00
Latifolia, lavender, perennial.....	1.25	10.00
Perezii, rich blue, perennial.....	1.25	10.00

SINUATA ANNUAL 3 ft.

Deep blue Kampf's Tall Improved.....	.50	4.00
Heavenly Blue. New bright clear sky blue.....	.75	6.00
Lavender Queen50	4.00
Market Grower's Blue, deep blue.....	.50	4.00
Market Rose. A new, much deeper rose, 2 ft.....	.50	4.00
Pastel Shades50	4.00
Rosea Superba50	4.00
Snowwitch, tall pure white.....	.50	4.00
New Superb Hybrids, new colors.....	.50	4.00
Mixed50	3.00

STEVIA. 2½ ft. annual

Serrata	2.00	20.00
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THE NEW WALLER-FRANKLIN TRYSONIC STOCK TRYSONIC GIANT IMPERIAL STOCK



Our introduction at this time consists of the Trysonic Giant Imperial type of Stock in a full range of separate colors and mixture. Other strains will be introduced yearly as rapidly as seed can be increased for production purposes. Please note we shall also continue to carry all regular strains as long as trade in them is so warranted.

The Trysonic Stock offered produces 85% or more double flowering plants when sown from seed.

In addition to this desirable trait, the percentage of any planting can be increased up to 100% at the four-leaf seedling stage as at this period of growth the young singles are noticeably weaker and can be readily distinguished from the vigorous double flowering plants.

Fiery Red
Bright Rose
Chamois, buff-pink
Lilac Lavender

Navy Blue
Canary Yellow
White
Choice Blend of Colors

Price per oz. \$10.00.

For further details please refer pages 2 and 3.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Gilliflower)

"The World's Best Double Stocks"

For many years Waller-Franklin has been the world's leading grower and introducer of the finest strains of Double Stocks. Our method for maintaining doubleness assures you of only "High-Percent Double" Stocks, and our selection of varieties includes only those proven to be the most desirable.

As long ago as 1932 we received fifteen various awards from The Royal Horticultural Society of Great Britain for our doubleness and trueness of our Stocks. Every year we continue to carry on the immense amount of detail work necessary to maintain our foremost position.

DOUBLE LARGE FLOWERING DWARF TEN WEEK, 1 ft. annual

Ten Week Stocks are so named because they bloom in ten weeks after planting seed. Those in heavy type are the six varieties we have selected as being the best of the brightest colors. In our test plantings they all grow and bloom together.

Azure Blue	\$1.40	\$14.00
Blood Red	1.40	14.00
Brilliant Rose	1.40	14.00
Canary Yellow	1.40	14.00
Carmine	1.40	14.00
Carmine Pink	1.40	14.00
Crimson	1.40	14.00
Dark Blue	1.40	14.00
Deep Cream	1.40	14.00
Deep Purple	1.40	14.00
Deep Rose, H.C., R.H.S.	1.40	14.00
Flesh, A.M., R.H.S.	1.40	14.00
Lavender, A.M., R.H.S.	1.40	14.00
Light Blue	1.40	14.00
Pansy Violet, H.C., R.H.S.	1.40	14.00
Purple	1.40	14.00
Rose	1.40	14.00
White, A.M., R.H.S.	1.40	14.00
Waller-Franklin Formula Blend. A superior Mixture blended from the brightest colors of the above varieties, all sep- arately grown	1.20	12.00
Choice Mixed, very double	1.00	8.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

DOUBLE EARLY GIANT IMPERIAL (Improved Bismarck)

An especially meritorious class of branching habit. Very early blooming and producing a high percentage of doubles, 2½ ft. Suitable for greenhouse culture or growing out of doors.

Antique Copper (Waller-Franklin) Hellebore red.....	\$2.00	\$20.00
Blood Red	2.00	20.00
Blush (Apple Blossom) H.C., R.H.S.....	2.00	20.00
Buttercup (Waller-Franklin).....	2.00	20.00
Canary Yellow (Golden Ball).....	2.00	20.00
Chamois, ivory, tinted old rose. A.M., R.H.S.....	2.00	20.00
Chamois Rose, A.M., R.H.S.....	2.00	20.00
Crimson	2.00	20.00
Dark Blue	2.00	20.00
Elk's Pride (Waller-Franklin) royal purple.....	2.00	20.00
Fiery Blood Red	2.00	20.00
Flesh, A.M., R.H.S.....	2.00	20.00
Golden Rose (Waller-Franklin) light golden rose.....	2.00	20.00
Lavender	2.00	20.00
Lilac	2.00	20.00
Rose, deep rose pink	2.00	20.00
Santa Maria, giant white.....	2.00	20.00
Shasta (Waller-Franklin) white.....	2.00	20.00
Waller-Franklin Formula Blend. A most excellent mixture made from carefully chosen separate varieties to assure the best proportion of distinct colors.....		
	1.50	15.00
Choice Mixed, very double.....	1.20	12.00

DOUBLE GIANTS OF CALIFORNIA. 3 ft.

A superb branching type with immense spikes of very large florets. The following varieties are all of our own growing and produced a high percentage of doubles.

Golden Gate. Yellow	2.00	20.00
Red Woods. Blood red	2.00	20.00
Roselight (Waller-Franklin) Rose-pink	3.00	30.00
Santa Barbara, Chamois	2.00	20.00
Santa Maria, White	2.00	20.00
Sequoia, Rose-carmine	2.00	20.00
Yosemite, Rose	2.00	20.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

SUPER GIANT IMPERIAL (Waller-Franklin)

A very large flowering group developed by selections from our Double Early Giant Imperial varieties.

Chamois	\$3.00	\$30.00
Fiery Red. More base-branching than the others.....	3.00	30.00
Rose Charm. Deep Rose.....	3.00	30.00
Roselight. Soft rose pink.....	3.00	30.00
Pure White	3.00	30.00
Yellow	3.00	30.00

Waller-Franklin Special Pastel Blend. An unusually attractive blend we make from separate colors of our very best strains of the soft pastel colors ranging from white and yellow through chamois and lavender. The plants are all of identical habit of growth and bloom at the same time, all very carefully chosen. A good "special" for both bouquets and gardens.....		
	3.00	30.00

DOUBLE MAMMOTH BEAUTY OF NICE, 2 ft. annual

American Beauty, deep rose pink.....	1.40	14.00
Apricot Beauty	1.40	14.00
Aurora (Chamois) cream tinted pink.....	1.40	14.00
Canary Yellow (Monte Carlo).....	1.40	14.00
Carmine Rose (Abundance)	1.40	14.00
Crimson (Souvenir de Monaco).....	1.40	14.00
Deep Blue (Summer Night).....	1.40	14.00
Flesh Pink (Beauty of Nice).....	1.40	14.00
Light Blue (Cote d'Azure).....	1.40	14.00
Lloyd George, large blood red.....	1.40	14.00
Old Rose (Belle de Naples) H.C., R.H.S.....	1.40	14.00
Pale Violet (Parma Violet).....	1.40	14.00
Rosy Lilac (Queen Alexandra).....	1.40	14.00
Salmon Rose (Salmon King) H.C., R.H.S.....	1.40	14.00
White Shaded Pink (Almond Blossom).....	1.40	14.00
White (Mont Blanc)	1.40	14.00

Waller-Franklin Formula Blend. A rich mixture especially made by using the best of the separate varieties in proper proportion		
	1.20	12.00
Choice Mixed, very double, choice blend.....	1.00	8.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

DOUBLE PERPETUAL BRANCHING (Giant Perfection) 2 ft.

A fine group for florists. Early and free blooming. Produces a high percentage of doubles.

Blood Red (Brilliant)	\$1.40	\$14.00
Canary Yellow (Creole) A.M., R.H.S.....	1.40	14.00
Flesh	1.40	14.00
Heatham Beauty, rose shaded terra cotta.....	1.40	14.00
Pale Blue (May Queen).....	1.40	14.00
Queen of the Belgians, pale violet.....	1.40	14.00
Rose, rose pink, A.M., R.H.S.....	1.40	14.00
Silvery Lilac (Empress Augusta Victoria) A.M., R.H.S.....	1.40	14.00
Snowdrift, pure white	1.40	14.00
Violet (Sapphire)	1.40	14.00
White (Princess Alice)	1.40	14.00
Waller-Franklin Formula Blend.....	1.20	12.00
Choice Mixed, very double.....	1.00	8.00

DOUBLE EMPEROR (Brompton) 2 ft. biennial

Early Harbinger Improved, mixed colors.....	4.00	40.00
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VIRGINIAN STOCK (French Forget-Me-Not) 1 ft. annual

Dwarf Compact, mixed colors.....	.60	5.00
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Double Giant Column Stock growing in our field for seed production

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

DOUBLE IMPROVED COLUMN (Giant Excelsior) 3 ft. annual

Avalanche. New early white.....	\$5.00	\$50.00
Ball's Apricot No. 20, peach shade.....	5.00	50.00
Ball's Apricot No. 24. Deeper shade than No. 20.....	5.00	50.00
Ball's Blue No. 3, rich lilac shade.....	5.00	50.00
Ball's Pink No. 11, rose pink.....	5.00	50.00
Ball's Ruby Improved No. 8. New distinctly different scarlet crimson without blue cast of American Beauty or Illusion	5.00	50.00
Ball's Supreme No. 22, deep silvery rose.....	5.00	50.00
Ball's White No. 16.....	6.00	60.00
Bridesmaid (Waller-Franklin). A new light rose on white.....	5.00	50.00
Chamois (Waller-Franklin). Rose and buff.....	5.00	50.00
Cream Pink (Waller-Franklin)	5.00	50.00
Elk's Pride (Waller-Franklin) deeper blue than Blue Spire.....	5.00	50.00
Enchantress Pink (Waller-Franklin) New large flowered vig- orous deep blush pink. <i>See page 3</i>	5.00	50.00
Gardenia, glistening white	5.00	50.00
Illusion, scarlet red	5.00	50.00
Lilac Lavender No. 1, regular strain.....	5.00	50.00
Lilac Lavender No. 1 Deep. Slightly deep selection.....	5.00	50.00
Malmaison Pink Improved No. 7. Warm blush pink.....	5.00	50.00
Pacific Pink (Waller-Franklin). New distinct color break. First pure true pink stock. Lacks lavender cast of previous strains. Outstanding under artificial light. <i>See page 3</i>	12.50	125.00
Pacific White (Waller-Franklin). New, vigorous, very early, well spaced flat florets which force well. <i>See page 3</i>	10.00	100.00
Pink Giant, clear rose.....	5.00	50.00
Purple Heart No. 21. Bright violet purple.....	5.00	50.00
Shell Pink (Blush) (Waller-Franklin). New light pink, early....	5.00	50.00
Silvery Lilac	5.00	50.00
White Giant	5.00	50.00
White Pillar (Waller-Franklin) long stemmed, pure white.....	5.00	50.00
Yellow Wonder (Waller-Franklin) deep creamy yellow.....	5.00	50.00
Waller-Franklin Formula Blend. A choice mixture of all the best separate varieties	4.00	40.00

WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per oz.	Price per lb.
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SWEET PEAS

(*Lathyrus Odoratus*)

NEW EARLY MULTIFLORA VARIETIES

Much favorable comment has been heard in the trade in regard to these Sweet Peas. Our own findings bear out most reports and in most instances outstanding performance has been achieved by them.

We find that they bloom shortly after the true Earlies, and ahead of Cuthbertson varieties. Their blooming season is long and prolific, continuing along with Cuthbertson and Late Spencers to the end of the season. Their habit is exceptionally vigorous; 6 and 7 blooms are the rule; more are frequently found. We have observed stems with twelve blooms. Stems are outstandingly long and sturdy.

The all around qualities of these Peas may find them replacing all others for garden use, certainly they are closer to being a universal all-purpose Sweet Pea than any heretofore.

We are pleased to offer the following for delivery crop of 1953. Those varieties marked with an asterisk are available from 1952 crop as long as the supply lasts.

Deep Rose	\$1.50	\$15.00
Lavender	1.50	15.00
Orange Cerise	1.50	15.00
*Rose	1.50	15.00
*Salmon Pink	1.50	15.00
*Whirlwind	1.50	15.00
*White, White Seeded	1.50	15.00
Choice Mixed, includes wider range of colors.....	1.50	15.00

EARLY FLOWERING SPENCER SWEET PEAS

Our Early Flowering Sweet Peas are especially grown for culture under glass. They are equally desirable for growing out of doors.

American Beauty, rich crimson rose.....	\$2.50
Amethyst (Waller-Franklin) royal purple.....	2.50
Annie Laurie (Waller-Franklin) rich rose-pink.....	2.50
Apollo, soft salmon cerise, long stemmed.....	2.50
Ball Orange Improved, clear deep glowing orange.....	2.50

GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
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SWEET PEAS (Continued)

EARLY FLOWERING SPENCER VARIETIES—Continued

Ball Rose Improved, cerise pink, cream ground.....	\$2.50
Ball White, white seeded.....	2.50
Blue Bird, violet blue.....	2.50
Blue Bonnet (Waller-Franklin) clear deep blue.....	2.50
Bridesmaid, silvery pink.....	2.50
Cascade, white, white seeded.....	2.50
Celestial (Waller-Franklin) cerise salmon rose.....	2.50
Chime, light salmon pink.....	2.50
Cream (Waller-Franklin).....	2.50
Daphne, soft salmon pink.....	2.50
Fiesta, orange cerise.....	2.50
Florist Blue (Waller-Franklin) best clear blue.....	2.50
Florist Rose (Waller-Franklin) pure rose-pink.....	2.50
Grenadier (Waller-Franklin) dazzling scarlet.....	2.50
Harmony, lavender.....	2.50
Helen Hayes, soft salmon pink.....	2.50
Hope, white, black seeded.....	2.50
Jeanne Mamitsch, rose pink, long stems.....	2.50
Josie, long stemmed, rose-pink.....	2.50
Kate Smith, bright scarlet suffused rose.....	2.50
Laddie Improved, rose.....	2.50
Lavanda (Waller-Franklin) lavender.....	2.50
Majestic Rose (Waller-Franklin) rose pink, long stems.....	2.50
Mariner, clear marine blue.....	2.50
Mars, ox-blood crimson.....	2.50
Memory, giant lavender.....	2.50
Mrs. Herbert Hoover, clear blue.....	2.50
Mrs. H. S. Reddick, salmon pink.....	2.50
Navy Blue (Waller-Franklin) dark blue.....	2.50
Nugget, coral rose.....	2.50
Orange King (Waller-Franklin) glowing orange.....	2.50
Orange Supreme, cerise wings with orange standard.....	2.50
Oriental, deep cream, black seeded.....	2.50
Othello (Waller-Franklin) maroon.....	2.50
Pride, cerise, long stemmed.....	2.50
Red Bird, crimson-red.....	2.50
Red Giant (Waller-Franklin) true crimson.....	2.50
Sequoia, golden cerise.....	2.50
Shirley Temple (Waller-Franklin) soft rose pink.....	2.50
Skippy (Waller-Franklin) light salmon pink.....	2.50

WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
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SWEET PEAS (Continued)

EARLY FLOWERING SPENCER VARIETIES—Continued

Snowstorm Improved, pure white, white seeded.....	\$2.50
Top Sergeant, deep scarlet.....	2.50
Treasure Island, sparkling golden orange.....	2.50
Triumph, lilac mauve	2.50
Valencia (Waller-Franklin) sunproof orange, long stems.....	2.50
Vulcan, vivid scarlet	2.50
Waves, large duplexed blue.....	2.50
White Champion, white seeded.....	2.50
White Giant, best white seeded.....	2.50
White Harmony, white, black seeded.....	2.50
Zvolanek's Salmon, salmon cerise	2.50
Waller-Franklin Formula Mixture.....	2.25
Choice Mixed	1.75

NEW CUTHBERTSON (Spring Flowering Spencer)

Extremely vigorous, long stemmed, and more heat resistant.	
Billy, light carmine.....	1.75
Carol, clear pink	1.75
Catherine, cerise	1.75
Coline, scarlet	1.75
Connie, chamois	1.75
Danny, navy blue	1.75
David, bright rose crimson.....	1.75
Evelyn, salmon cream	1.75
Flora, rose carmine	1.75
Frances, salmon pink, white ground.....	1.75
Frank G., lavender	1.75
Hazel, light blue	1.75
Helen, blush pink	1.75
Janet, white, black seeded.....	1.75
Jennie, white, white seeded.....	1.75
Jessie, mauve	1.75
Jimmy, fine bright scarlet.....	1.75
Katie, rosy cream pink.....	1.75
Kenneth, crimson	1.75
Liza, maroon	1.75
Lois, rose pink	1.75
Marion, cream	1.75
Ronnie, deep orange	1.75
Tommy, blue	1.75
Waller-Franklin Formula Mixture. Especially grown from separate colors proportioned according to our own formula for main- taining the best color balance.....	1.65
Choice Mixed	1.50

GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
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SWEET PEAS (Continued)

NEW AND STANDARD SPENCER VARIETIES

Ambition, lavender	\$1.75
Avalanche, glistening white, white seeded.....	1.75
Barbara, fine salmon.....	1.75
Bonnie Briar, large rose-pink.....	1.75
Capri, light blue	1.75
Cavalcade, carmine-rose, shaded gold.....	1.75
Charming, rosy cerise	1.75
Chieftain, satiny mauve	1.75
Chinese Blue (Waller-Franklin) rich deep blue.....	1.75
Colorado, bright orange	1.75
Cream Gigantic, largest cream, black seeded.....	1.75
Ecstasy, blush pink.....	1.75
Flagship, true clear deep blue.....	1.75
Fortune, rich dark blue	1.75
Gigantic, large white, black seeded.....	1.75
Gleneagles, large light blue.....	1.75
Gloria, cream picotee edged rose.....	1.75
Hebe, bright pink	1.75
Highlander, pure lavender (A.M. '35).....	1.75
Huntsman, bright scarlet	1.75
Jack Hobbs, flush scarlet pink on cream ground.....	1.75
Jumbo, deep cerise	1.75
King White, white seeded.....	1.75
Mabel Gower, rich clear mid-blue.....	1.75
Miss California, salmon cream pink.....	1.75
Mrs. A. Searles, rich pink merging into orient red.....	1.75
Mrs. Tom Jones, delphinium blue.....	1.75
Olympia, rich purple	1.75
Patricia Unwin, salmon pink, cream ground.....	1.75
Peggy Ann (Waller-Franklin) salmon pink.....	1.75
Pinkie, large rose pink.....	1.75
Pirate Gold (Waller-Franklin) golden orange.....	1.75
Powerscourt, lavender	1.75
Prolific, rose pink	1.75
Red Boy, crimson	1.75
Red Supreme, deep crimson	1.75
Reflection, clear blue.....	1.75
Royal Purple	1.75
Rubicund, crimson scarlet	1.75
Salmon Gigantic, giant salmon pink.....	1.75
Sextet Queen, white, black seeded.....	1.75

WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
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SWEET PEAS (Continued)

NEW AND STANDARD SPENCER VARIETIES—Continued

Smiles, salmon shrimp pink.....	\$1.75
Tangerine Improved, orange suffused salmon.....	1.75
The Admiral, navy blue.....	1.75
The Cardinal (Waller-Franklin) poppy scarlet.....	1.75
The Sultan, black velvety maroon.....	1.75
Thriller, cerise scarlet.....	1.75
Torch (Waller-Franklin) New intense orange-scarlet.....	1.75
Warrior, maroon.....	1.75
Welcome, dazzling scarlet.....	1.75
What Joy, cream, white seeded.....	1.75
Youth, large white, pink picotee.....	1.75

SILVER GILT MEDAL MIXTURE (Waller-Franklin)

This mixture is grown from a special formula which has been built up and perfected during many years. It contains over 50 standard varieties, and the color blend is, we believe, as near perfection as it is possible to attain.

Price per lb. \$1.60

Spencer Choice Mixed. This mixture contains 35 distinct varieties in a perfect blend of color.....	1.40
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RUFFLED SPENCER VARIETIES

Ruffled Beauty, lilac pink on amber.....	1.75
Ruffled Blue, mid-blue.....	1.75
Ruffled Bonnie Ruffles, salmon pink (A.M. '36).....	1.75
Ruffled Burpee Blue, dark blue (A.M. '36).....	1.75
Ruffled Carmine, bright carmine-rose.....	1.75
Ruffled Crimson, rich crimson.....	1.75
Ruffled Exquisite, salmon-cerise.....	1.75
Ruffled Fluffy Ruffles, cream pink.....	1.75
Ruffled Heyday, deep rose pink suffused amber.....	1.75
Ruffled Lady Ruffles, soft pink.....	1.75
Ruffled Orchid.....	1.75
Ruffled Primrose, deep cream.....	1.75
Ruffled Rose.....	1.75
Ruffled Sparkle, glowing cerise.....	1.75
Ruffled White, white seeded.....	1.75
Ruffled Mixed.....	1.75

GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per oz.	Price per lb.
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SWEET PEAS (Continued)

CUPID SPENCER, 6 in.

Choice Mixed \$0.75 \$ 6.00

WALLER-FRANKLIN TWELVE BEST EARLY FLOWERING SPENCER SWEET PEAS

Amethyst. Royal purple	Memory. Rosy lavender
Ball Orange Improved	Mrs. H. S. Reddick. Light pink
Celestial. Salmon rose	Othello. Maroon
Helen Hayes. Light salmon pink	Red Giant. Crimson
Florist Blue. Clear blue	Shirley Temple. Rose-pink
Kate Smith. Scarlet	White Giant. W.S.

WALLER-FRANKLIN EIGHT BEST CUTHBERTSON SPENCER SWEET PEAS

Evelyn. Salmon cream	Liza. Maroon
Frank G. Lavender	Lois. Rose pink
Janet. White B.S.	Ronnie, deep orange
Jimmy. Bright scarlet	Tommy. Mid-blue

WALLER-FRANKLIN FOURTEEN BEST STANDARD SPENCER SWEET PEAS

Ambition. Lavender	Olympia. Rich purple
Capri. Light blue	Pinkie. Rose pink
Cream Gigantic. Cream B.S.	Pirate Gold. Golden orange
Fortune. Dark blue	Red Supreme. Crimson
Gigantic. White B.S.	Smiles. Salmon rose
Mabel Gower. Mid-blue	Warrior. Maroon
Miss California. Salmon pink	Welcome. Scarlet

WALLER-FRANKLIN SEED COMPANY

SWEET PEA COLOR CLASSIFICATION

We believe the following cross charting to have distinct advantages. Organized vertically in order of depth of color, from white to dark blue, horizontally for similarity of color between strains. For those of the many firms intending to replace standard Spencers with the new Cuthbertsons, this listing should prove invaluable. Outstandingly superior varieties, as grown by Waller-Franklin, are indicated by an asterisk (*).

EARLY SPENCER	CUTHBERTSON SPENCER	SPENCER
White, Black Seeded		
*Hope White Harmony	*Janet	*Gigantic Sextet Queen
White, White Seeded		
*White Giant Ball White Cascade Snowstorm Imp. White Champion	Jennie	Avalanche *King White
Cream, Black Seeded		
Oriental	Marion	*Cream Gigantic
Cream, White Seeded		
Cream		What Joy
Blush Pink and Picotee (White Ground)		
William		Youth
Blush Pink and Picotee (Cream Ground)		
		Gloria
Cream Pink (Cream Ground)		
*Mrs. H. S. Reddick Bridesmaid		
Deep Cream Pink (Cream Ground)		
Katie		
Light Salmon Pink (Cream Ground)		
Daphne		
Light Rose Pink (Cream Ground)		
		Ecstasy *Prolific

(Continued on next page)

GROWERS OF "MERIT" FLOWER SEEDS

SWEET PEA COLOR CLASSIFICATION—Continued

EARLY SPENCER	CUTHBERTSON SPENCER	SPENCER
Salmon Pink (Cream Ground)		Miss California Jack Hobbs
Salmon (Cream Ground)		
Skippy	*Evelyn	*Barbara
Chime	Frances	Patricia Unwin
*Helen Hayes		
Nugget		
Light Rose Pink (White Ground)		
	Helen	
Rose Pink (White Ground)		
Jeanne Mamitch		Hebe
Josie		Bonnie Briar
*Shirley Temple	*Lois	*Pinkie
Majestic Rose		
Laddie Imp.		
Deep Rose Pink (White Ground)		
Annie Laurie		
*Florist Rose		
Rose (White Ground)		
	Flora	
Deep Salmon Rose Pink (Cream Ground)		
*Sequoia		
Ball Rose Imp.		
Deep Rose Pink (Cream Ground)		
	Carol	
Salmon Rose (Cream Ground)		
		Peggy Ann
		Cavalcade
		Charming
Zvolanek's Salmon		Mrs. A. Searles
Apollo	Connie	Salmon Gigantic
*Celestial	*Catherine	*Smiles
Orange Pink		
*Orange Supreme		
Treasure Island		
Orange		
*Ball Orange Imp.	*Ronnie	Pirate Gold
Valencia		Colorado
Orange King		Thriller
		*Tangerine Imp.
Scarlet Rose		
	Coline	*Jumbo

WALLER-FRANKLIN SEED COMPANY

SWEET PEA COLOR CLASSIFICATION—Continued

EARLY SPENCER	CUTHBERTSON SPENCER	SPENCER
Scarlet		
*Kate Smith		
Grenadier		
Vulcan	*Jimmy	*Welcome
Pride		Huntsman
Bright Light		
Fiesta		
Light Carmine Rose		
	Billy	
Carmine Rose		
American Beauty	David	
Crimson		
		The Cardinal
Mars		
Red Bird		Red Boy
*Red Giant	Kenneth	*Red Supreme
Top Sergeant		Rubicund
Maroon		
Othello	*Liza	*Warrior
		The Sultan
Light Blue		
	Hazel	*Capri
		Gleneagles
Blue		
*Florist Blue	*Tommy	*Mabel Gower
Blue Bird		Chinese Blue
Blue Bonnet		Reflection
Mrs. Herbert Hoover		Mrs. Tom Jones
Mariner		
Blue (lavender cast)		
Waves		
Lavender		
Harmony		Highlander
Lavanda		Powerscourt
*Memory	*Frank G.	*Ambition
Mauve		
Triumph	Jessie	Chieftain
Purple		
		*Olympia
		Royal Purple
Deep Purple		
Amethyst		
Dark Blue		
Navy Blue	Danny	*Fortune
		Flagship
		The Admiral

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
SUNFLOWER (<i>Helianthus Annuus</i>) annual		
Sun Gold, brilliant golden yellow, 4-5 ft.	\$0.60	\$ 5.00
SWEET WILLIAM (<i>Dianthus Barbatus</i>) 2 ft. biennial		
Single Dark Crimson.....	1.20	12.00
" Giant White (Waller-Franklin)	1.20	12.00
" Holborn Glory	1.20	12.00
" Homeland	1.20	12.00
" Newport Pink	1.20	12.00
" Purple Beauty	1.20	12.00
" Scarlet Beauty	1.20	12.00
" White	1.20	12.00
" Choice Mixed	1.00	8.00
" Dwarf Alpine Mixed, (Indian Carpet) 4 in.....	3.00	30.00
Double Choice Mixed	1.50	15.00
Annual Single Mixed, 1½ ft.	1.25	10.00
THUNBERGIA (Black Eyed Susan)		
Choice Mixed, fine climber.....	1.20	12.00
TITHONIA SPECIOSA annual		
Torch (New) B.M., A.A.S.....	1.50	15.00
TRITOMA (Red-hot Poker) 3 ft. perennial		
Hybrida Mirabilis, blooms first year.....	1.20	12.00
Early Hybrids Mixed	1.20	12.00
VENIDIUM, 2½ ft. annual		
Fastuosum Hybrids, buff to orange.....	4.00	40.00



Sweet William Dwarf Alpine Mixed (Indian Carpet)

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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VERBENA

WALLER-FRANKLIN NEW BUSH TYPE VERBENAS

These new "Bush Type" Verbenas are rapidly becoming the most popular of all Verbenas. The dense flower heads are closely massed across the flat-topped plants, 8 to 10 in. high.

	Price	
	Per oz.	Per lb.
Firelight (Waller-Franklin). New vivid solid red.....	\$2.00	\$20.00
Roselight (Waller-Franklin). New bright rose, white eye	2.00	20.00
Salmon Queen (Waller-Franklin). New brilliant salmon pink	2.00	20.00
Snow White (Waller-Franklin). New snowy white.....	2.00	20.00
Starlight (Waller-Franklin). New brilliant blue, cream eye'	2.00	20.00
Bush Type Blend (Waller-Franklin). New brilliant blend of above colors in proper proportion.....	1.75	17.50

HYBRIDA GRANDIFLORA (Giants) 1 ft. annual

Annapolis Blue, mid-blue	\$2.00	\$20.00
Beauty of Oxford Hybrid (Waller-Franklin) rose-pink.....	2.00	20.00
Blue Shades Mixed	2.00	20.00
Floradale Beauty, bright rose shades.....	2.00	20.00
Giant Salmon Pink, A.M., R.H.S. '35.....	2.00	20.00
Lavender Glory (Waller-Franklin) large lavender with me- dium sized creamy white eye, variable, 75% true to color	2.00	20.00
Luminosa (Waller-Franklin) flame pink shading to salmon.....	2.00	20.00
Pink and Rose Shades Mixed	2.00	20.00
Royale (Waller-Franklin) royal blue, creamy yellow eye,	2.00	20.00
Spectrum Red (Waller-Franklin) intense bright red, no eye.	2.00	20.00
Sparkle, dwarf compact red, white eye.....	3.50	35.00
Sutton's Blue, large flowered deep royal blue.....	2.00	20.00
Vivid, scarlet red	2.00	20.00
White (Waller-Franklin)	2.00	20.00
Waller-Franklin Formula Blend. An especially bright mixture made by blending together correct proportions of only the five clearest and brightest colors described above.....	1.75	17.50
Grandiflora Choice Mixed	1.50	15.00
Hybrida Choice Mixed	1.20	12.00

EARLY DWARF UPRIGHT

Rainbow Strain (Waller-Franklin). New Earliest of all Ver- benas, specially developed for the bedding plant trade. A wide and unusual range of colors including mauve, lavender, and apricot.....	3.50	35.00
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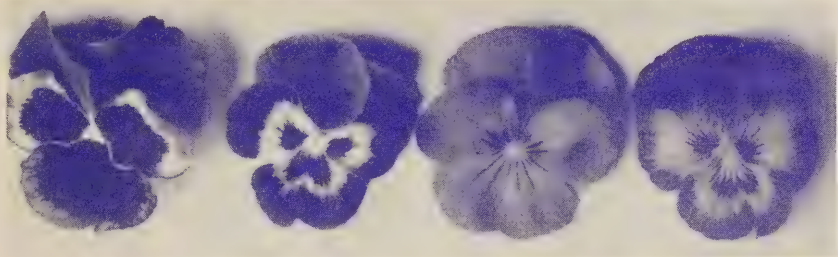
GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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VINCA ROSEA (Periwinkle) 1 ft. annual

White with eye	\$2.00	\$20.00
Rose	2.00	20.00
Choice Mixed	1.50	15.00

VIOLA (Tufted Pansies) 6 in. biennial-annual



	Price Per oz.	Per lb.
Arkwright Ruby, ruby crimson shading to terra cotta	\$6.50	\$65.00
Blue Perfection, medium clear blue.....	5.00	50.00
Chantreyland, best pure apricot.....	6.50	65.00
Firmament, pure sky blue.....	9.00	90.00
Georgia Peach (Waller-Franklin). New bright shades of delicately peach colored, exceptionaly large blooms, slightly ruffled on the edges.....	10.00	100.00
Lutea Splendens, sulphur yellow.....	5.50	55.00
White Perfection, pure white.....	5.00	50.00

WALLER-FRANKLIN FORMULA MIXTURE (New)

This blend of bright gay colors far surpasses any mixture of Violas we have ever seen. The bright shades of self colors of red, yellow, blue and apricot combined with many shades which are blotched, undoubtedly make these Violas a supreme mixture.....

Choice Mixed	4.50	45.00
	3.50	35.00

WALLFLOWER ANNUAL SINGLE (Gilliflower) 1 ft.

Choice Mixed60	5.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ZINNIA (Youth and Old Age) annual

GIANT DOUBLE DAHLIA FLOWERED, 3 ft.

Canary Bird, primrose yellow	\$1.10	\$ 9.00
Crimson Monarch, deep crimson.....	1.10	9.00
Dream, lavender turning to purple.....	1.10	9.00
Exquisite, light rose with deep rose center.....	1.10	9.00
Golden Dawn, golden yellow.....	1.10	9.00
Golden State, yellow orange, turning to orange.....	1.10	9.00
Illumination, deep rose self.....	1.10	9.00
Luminosa, bright pink	1.10	9.00
Meteor, darkest red	1.10	9.00
Oriole, orange and gold.....	1.10	9.00
Polar Bear, white	1.10	9.00
Purple Prince, deep purple.....	1.10	9.00
Royal Purple, deep rich reddish purple, A.A.S. '42.....	1.10	9.00
Scarlet Flame, bright scarlet.....	1.10	9.00
Will Rogers, deep scarlet	1.10	9.00
Waller-Franklin Pastel Blend. A special blend of only the lighter shades and softer colors.....	1.10	9.00
Waller-Franklin Formula Blend. Made by using the brightest of the distinct colors of separate varieties.....	1.10	9.00
Choice Mixed, all colors	1.00	8.00

FANTASY, 2½ ft.

Medium size flowers with shaggy and twisted petals.		
Melody, orchid lavender	1.00	10.00
Rosalie, rose	1.00	10.00
Star Dust (A.A.S. '37), golden yellow.....	1.00	10.00
White Light (A.A.S. '39), white.....	1.00	10.00
Wildfire, brilliant scarlet	1.00	10.00
Waller-Franklin Formula Blend. Correct proportions of all the above separately grown varieties.....	1.00	10.00
Choice Mixed	1.00	10.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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ZINNIA (Continued)

GIANT DOUBLE MAMMOTH or CALIFORNIA GIANT, 3 ft.

Brightness, glowing pink.....	\$1.10	\$ 9.00
Cherry Queen, luminous cerise rose.....	1.10	9.00
Crimson Queen, rich crimson.....	1.10	9.00
Daffodil (Waller-Franklin) canary yellow	1.10	9.00
Enchantress, light rose with deep rose center.....	1.10	9.00
Golden Queen, golden yellow.....	1.10	9.00
Grenadier, dark red	1.10	9.00
Lavender Queen, deep rosy lavender.....	1.10	9.00
Miss Willmott, soft pink.....	1.10	9.00
Orange King, burnt orange	1.10	9.00
Purity, white	1.10	9.00
Salmon Queen	1.10	9.00
Scarlet Gem, glowing scarlet.....	1.10	9.00
Violet Queen	1.10	9.00
Waller-Franklin Pastel Blend. Pastel shades selected from the above varieties.....	1.10	9.00
Waller-Franklin Formula Blend. Blended according to a formula, using all colors in proper proportion.....	1.10	9.00
Choice Mixed	1.00	8.00

ELEGANS DOUBLE LILLIPUT, 1 to 1½ ft.

Black Ruby, rich blackish maroon, B.M., A.A.S. '41.....	1.10	9.00
Canary Yellow	1.10	9.00
Crimson Gem	1.10	9.00
Flesh	1.10	9.00
Golden Orange	1.10	9.00
Lilac Gem	1.10	9.00
Purple	1.10	9.00
Rosebud, rose pink	1.10	9.00
Salmon Rose	1.10	9.00
Scarlet	1.10	9.00
Valencia, burnt orange	1.10	9.00
White	1.10	9.00
Waller-Franklin Pastel Blend. Delicate shades in a harmoni- ous blend	1.10	9.00
Waller-Franklin Formula Blend. Made by blending together the best separate varieties in proper proportion.....	1.10	9.00
Choice Mixed	1.00	8.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ZINNIA (Continued)

CUPID

Tiny Tim, deep scarlet	\$1.10	\$11.00
Choice Mixed	1.00	10.00

ELEGANS PUMILA DOUBLE (Cut and Come Again) 2-2½ ft.

Choice Mixed	1.10	9.00
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DOUBLE GRACILLIMA

Red Riding Hood (Coccinea) 1 ft.....	1.00	10.00
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HAAGEANA DOUBLE (Mexican Hybrids) 1 ft.

Persian Carpet, (New) H.M., A.A.S. '51.....	2.50	25.00
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SCABIOUS FLOWERED (Harmony Type) 2½ ft.

Choice Mixed, Unusual flower forms in bright colors.....	1.50	15.00
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STRIATA

Peppermint Stick mixed (New).....	1.20	12.00
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SUPER CROWN O'GOLD

Pastel Tints, large flowered mixture of pastel shades.....	1.00	9.00
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NEW SUPER GIANTS. 3 ft.

Floradale Scarlet (New)	1.25	10.00
Luther Burbank. New and interesting pastel tints.....	1.25	10.00
David Burpee. Attractively curled and quilled petals in a mixture of colors.....	1.25	10.00
Burpee's Super Giants. Mixed colors.....	1.25	10.00
Burpee Giant Hybrids. (New) mixed colors in interesting shades and forms	1.00	8.00

WALLER-FRANKLIN WILD GARDEN MIXTURE

A well balanced mixture of hardy annuals, 2 ft.....	.50	3.50
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WALLER-FRANKLIN CUT FLOWER GARDEN MIXTURE

A mixture of hardy annuals blended to give a succession of flowers from early summer until fall, 2 to 3 ft.....	.50	3.50
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